Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

NOVEMBER 5-11, 1956

VOLUME 8 NUMBER 45

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(5)

NBC- 7:30-7:45pm EST; DEBUT - The Nat "King" Cole Show - LIVE from WRCA-TV(NY) thru Nov 26, then LIVE from KRCA-TV(LA), to the net. § Sustaining. § Pkgr- NBC-TV(LA); Prod & Dir- James Jordan, Jr.; Asst Dir- Marie Correll; Music Dir- Gordon Jenkins. § Musical show, starring the singing and piano playing of Nat "King" Cole, backed by a choral group composed of four men and a girl, and a 16-piece orchestra conducted by Gordon Jenkins. The program replaces The Golden Touch of Frankie Carle (last show Oct 29).

Tuesday(6)

ABC- 8:30pm EST-to concl; SPECIAL - Election Night Returns - LIVE control from WABC-TV(NY), no. of stations indefinite. § Sponsor- Buick Motor Division, GMC, thru Kudner Agency, Inc(NY). § Pkgr- ABC News & Special Events(NY); Superv- Thomas Velotta; Chief Dir- Marshall Diskin; Tech Operations Superv- Frank Marx. § ABC's Election Night staff is headed by John Daly as chief commentator, in New York, with other ABC analysts and commentators in other sections of the country. ABC's major electronic computer will be Underwood Corp's Elecom 125. The election reportage preempts all programs after 8:30pm EST.

CBS- 9pm EST-to concl; SPECIAL - Election Night Returns - LIVE control from WCBS-TV(NY), no. of stations indefinite. § Sponsor- Westinghouse Electric Corp thru Ketchum, McLeod & Grove(Pitt). § Pkgr- CBS News & Public Affairs(NY); Superv- Sig Mickelson; Exec Prod- Paul Levitan. § CBS's Election Night staff is headed by Walter Cronkite as on-the-air "anchor man," with John Day, CBS director of news, in charge of the central news desk. CBS's major electronic computer is Remington Rand's UNIVAC. The election reportage preempts all programs after 9pm EST.

NBC- 9pm EST-to concl; SPECIAL - Election Night Returns - LIVE control from WRCA-TV(NY), no. of stations indefinite. § Co-Sponsors- 1) Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit). 2) Sunbeam Corp thru Perrin-Paus Co(Chi). 3) RCA Victor Div, RCA, thru Kenyon & Eckhardt, Inc(NY). § Pkgr- NBC News & Special Events(NY); Superv- William R. McAndrew; Prod- Barry Wood. § NBC's Election Night staff is head by Chet Huntley, David Brinkley and Bill Henry as "anchor men". NBC's major electronic computer is IBM's 705, supported by two IBM 650 computer-analyzers. The election reportage preempts all programs after 9pm EST.

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Wednesday(7)

CBS- 7:30-8pm EST; DEBUT - Giant Step - LIVE from WCBS-TV(NY), approx 80 stations live and kine. § Sponsor- General Mills, Inc (Betty Crocker Cake & Frosting Mixes, Gold Medal Flour, Cheerios); Betty Crocker thru Batten, Barton, Durstine & Osborn, Inc(NY), producing agency; Acct Superv- E. A. Cashin; TV Acct Exec- Bill Connor. Gold Medal and Cheerios thru Dancer-Fitzgerald-Sample, Inc(NY). § Pkgr- Entertainment Productions, Inc(NY); Exec Prod- Steve Carlin; Prod- Ed Jurist; Dir- Seymour Robbie; Music Dir- Jerry Bressler; Sets- Eddie Gilbert. § Bert Parks is m.c. of this new quiz program, which has no cash awards. Contestants are limited to youngsters who may choose questions from any subject with which they are most familiar; age limits are 7 to 17. There are eight steps to the grand prize, which is a four year college scholarship and travel to foreign countries. Prizes at all levels are mementos with a particular significance and value to the contestant. The program replaces Pick the Winner (last show Oct 31) in this time spot.

Thursday(8)

ABC- 8:30-9pm EST; SPECIAL - 1957 Rocket Revue - LIVE from WABC-TV(NY), 146 stations live and kine. § Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); Acct Exec- Val Corradi; Comm Superv- Ken Manuel; Agcy Superv- Frank E. Egan(NY). § Pkgr- D. P. Brother & Co(NY); Superv- Frank E. Egan; Prod- Lee Cooley; Dir- Matt Harlib; Music Dir- Archie Bleyer; Choreog- Lou Wills, Jr. § Special music-variety show, with John Daly as host and Bill Hayes as performing m.c., to introduce the 1957 Oldsmobiles. The program preempts the second half-hour of Circus Time, this day only.

Sunday(11)

ABC- 3:30-4pm EST; DEBUT - Johns Hopkins File 7 - LIVE from WAAM(Balt), to the net. § Sustaining, public service. § Pkgr- Johns Hopkins University with WAAM and ABC-TV; Prods- Lynn Poole, Leo Geier(both Johns Hopkins); Dir- Kennard Calfee(WAAM). § Lynn Poole is host and moderator for this new Johns Hopkins program, presenting discussions and documentaries of research progress in many fields, with research scholars and authorities from the arts and industry. Program is in open net time.

ABC- 5-5:30pm EST; RETURN - Dean Pike - LIVE remote via WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC Public Affairs(NY); Prod- Wiley Hance; Dir- Marshall Diskin. § The Very Rev. James A. Pike, Dean of the Cathedral of St John the Divine in New York, and a weekly guest, discuss the religious and ethical perspective on current issues of private and public life. Occasionally Dean Pike's family joins the discussions, which originate from Cathedral House. The program debuted Oct 9, 1955, and now returns for its second season.

CBS- 5:30-6pm EST; SPECIAL - Revolt of the Satellites - LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News(NY); Prod- Leslie Midgley; Dir- Vern Diamond; Writer- John Sharnik; Film Superv- Joseph Zigman. § Special program on the current anti-communist flare-ups in Hungary and Poland, narrated by Howard K. Smith, CBS News chief European correspondent, with special filmed and eye-witness reports by other CBS correspondents from Europe.

CBS- 6-7pm EST (premiere only, then 6:30-7pm EST); DEBUT - Air Power - FILM from WCBS-TV(NY) & KNXT(LA), 112 stations net, 27 delayed. § Sponsor- The Prudential Insurance Co of America thru Calkins & Holden, Inc(NY); Acct Superv- Robert W. Robb; Acct Exec- Thomas P. Crolius; TV Acct Rep- Peter Krug; Comm Superv- John Held; Comm Anncr- Bill Shipley. § Pkgr- CBS Public Affairs(NY); Prod & Writer- Perry Wolff; Assoc Prod- James B. Faichney; Prod Mgr- Norton Bloom; Film Eds- Peter Poor, E. Harlan Whitehead, Leo Zochling; Music Composer- Norman Dello Joio; Music Conductor- Alfredo Antonini. § (Cont'd on next page)

Sunday(11)

CBS- Air Power (Continued from previous page): Twenty-six part series depicting the development of flight and its impact on the 20th Century, not only as a weapon, but as a symbol of the history and advance of modern man. The series was produced with cooperation of the U. S. Air Force and includes film from various U. S. and foreign archives. The special one-hour premiere program presents a simulated present-day nuclear attack on North America, with the program in following weeks reverting to a half-hour length. The series replaces You Are There (last show Nov 4) for the sponsor for 26 weeks, with You Are There returning to the spot after the completion of the Air Power series.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

CBS- U.N. In Action; RETURN Nov 4; Sun, 11-11:30am EST; LIVE from WCBS-TV(NY), to the net. § Sustaining, public service. § Pkgr- CBS Public Affairs with U.N. staff for TV(NY); Prod- Bill Weinstein(CBS); Dir- Av Westin (premiere); Writers- Harry Rasky, Richard Ellison. § Larry LeSeuer is host for the series, which returns for its sixth season, two weeks earlier than planned because of the special emergency U. N. meeting dealing with the Middle East crisis. The programs include live interviews with diplomats and newsmen assigned to the U. N., supplemented by films of actual U. N. debates. George Hicks is narrator for the films. The program replaces Eye on New York (last network show Oct 28), which reverts to a local program seen only over WCBS-TV(NY).

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WWJ-TV(Ch 4) Detroit - Quiz 'Em; DEBUT Nov 3; Sat, 9:30-10am EST. Sponsor- Detroit News. Pkgr & Prod- WWJ-TV with Detroit Metropolitan school systems. Carl Cederberg is m.c. for a panel quiz competition, in which panels of students from Detroit high schools compete in answering current events questions. Program also includes a segment in which the students quiz a guest. The program series will run thru April 27, 1957.

WWJ-TV - Box 4; DEBUT Nov 6; Mon thru Fri, 6:20-6:30pm EST. Sustaining. Pkgr & Prod- WWJ-TV. Jim Wood is host for a "get it off their chest" program. Viewers can commend, or condemn anything, from city affairs to national affairs, big and small. Opinions, sent in a letter to the station, are read over the air by Jim Wood, with stills and other graphic material illustrating the point of the letter.

KRCA-TV(Ch 4) Los Angeles - Curt Massey Show; DEBUT Oct 29; Mon thru Thu, 6:15-6:45pm PST. Sustaining, open. Pkgr & Prod- KRCA-TV(LA); Dir- Edward Skotch. Curt Massey is the singing star of the musical show, with vocalist Martha Tilton also featured, with Country Washburn. All are backed by a small combo. The program uses occasional singing or instrumental guest stars.

WRCV-TV(Ch 3) Philadelphia - Standby for Stardom; DEBUT Nov 7; Mon thru Fri, 11:15-11:25pm EST. Sustaining. Pkgr- WRCV-TV; Prod & Dir- Dennis Kane. Michael Ellis is host for this special talent show, in which newcomers with talent on a professional level will perform before guest experts from the theatrical or night club field. Ellis and the guest give a frank appraisal and constructive criticism to each performer or act, all limited to three-minute performances.

TALENT SHOWSHEET NOVEMBER 2 - NOVEMBER 11

Most of the shows on October 26, 27, 28 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, November 9. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally only first runs of a film series are listed.

FRIDAY NOVEMBER 2

West Point	CBS 8pm	Thicker Than Water; with Corey Allen, William Campbell, Pierre Watkin, Helen Andrews, Tom Irish, Rayford Barnes, Michael Garth, Bruce Payne; (SD) Leon Benson
Crossroads	ABC 8:30pm	Sky Pilot of the Cumberlands - (O) Frank L. Moss; with Donald Woods, Ray Teal, Sarah Padden, Kay Kuter, Lee Van Cleef, Denver Pyle, William Challee; Dir - Ralph Murphy
WALTER WINCHELL SHOW	NBC 8:30pm	Add: Helen Hayes

SATURDAY NOVEMBER 3

PERRY COMO SHOW	NBC 8pm	Add: Gisele MacKenzie(S)

SUNDAY NOVEMBER 4

LAMP UNTO MY FEET	CBS 10am	Apples in Eden - (O) Rose Leiman Schiller; with Richard Waring, Colleen Dewhurst, William Cottrell, Phyllis Goodkind, Bennye Gatteys; (SD)
LOOK UP & LIVE	CBS 10:30am	Kine repeat of 1/22/56 show. (Mahalia Jackson,- spiritual singer)
CAMERA THREE	CBS 11:30am	The Source of Power; with Alexander Clark, Herbert Voland, Woodrow Parfrey, Norman Rose, Joseph Boley; (SW&SD)
FRONTIERS OF FAITH	NBC 1:30pm	In the Beginning - (O) Gillel Siedman (Story:"The Last Dance"); (A) Joseph Mindel; with Ludwig Donath, Leon Janney, Joseph Julian, Clarice Blackburn, Samuel Gray, Ira Mitzner
WASHINGTON SQUARE	NBC 4pm	with regulars & Will Mastin Trio (with Sammy Davis Jr.)(S)
Capt. Gallant of the Foreign Legion	NBC 5:30pm	Magic Lamp; with regulars & Helen Portello, Pat Crean, Leonardo Botta, Anna Korda, Charles Fawcett, Kamala
OMNIBUS	ABC 9pm	Eartha Kitt(S); Let There Be Farce - (O) Norman Walsh; with Judith Evelyn, Enid Markey, Jonathan Harris; Dir - Charles Dubin
General Electric Theatre	CBS 9pm	Corr Title: Rider On the Pale Horse. Add: (O) Helen Eustis; (A) Arnold Schulman, Add(to cast): Richard Crane, Kathryn Givney, Lloyd Corrigan, Rita Lynn, Kem Dibbs, Frank Gorshin, Russell Simpson; Dir - Jules Bricken

MONDAY NOVEMBER 5

Adventures of Robin Hood	CBS 7:30pm	The Imposters; with regulars & Brenda de Banzie, Edward Mulhare; (SW&SD)
Sheriff of Cochise	WABC 7:30pm	Medal of Honor; with regulars & Peter Coe, George Salk, Harry Landers
Danny Thomas Show	ABC 8pm	Terry at the Crossroads; with regulars & Gary Gray; (SW&SD)
Stage 7	WPIX 8pm	Three Strikes and Out; with Dan O'Herlihy, Alan Hale, Jean Willes. (Also seen WABD, Thu, 11/8, 8pm)
VOICE OF FIRESTONE	ABC 8:30pm	Blanche Thebom
TALENT SCOUTS	CBS 8:30pm	Peter Brady(S), Robbie Palmer(S), The Polka Band(M)

MONDAY NOVEMBER 5

STANLEY	NBC 8:30pm	with regulars & Carol Burnett
I Love Lucy	CBS 9pm	Re-run of 10/4/54
December Bride	CBS 9:30pm	The Prize Fighter; with regulars & Arnold Stang, Art Aragon, Beverly Long, Stanley Clements, Roy Glenn, Joey Barnum
LAWRENCE WELK'S TOP TUNES & NEW TALENT)	ABC 9:30pm	Fred MacKenzie(M), Elliott Prescott(M)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Mr. Tutt Goes West - (O) Arthur Train; (A) Murray Burnett; with Parker Fennelly, Lenka Peterson, William Daniels, Donald Peterson, Donald McKee, Bernard Kates, Frank Sutton, Heywood Hale Broun, Paul Sparer, Joanna Roos, Lee Beneke, Joe Silver, John Holland; (SD)- Ira Cirker
STUDIO ONE	CBS 10pm	Pre-empted by Democratic National Committee
Douglas Fairbanks Presents	WRCA 10:30pm	Crown of the Andes; with Christopher Rhodes, Christopher Lee, Rosamund Waring, Nicholas Parsons

TUESDAY NOVEMBER 6

Cheyenne (Clint Walker)	ABC 7:30pm	The Law Man - (O) Lee Loeb; with Grant Withers, Andrea King, Paul Engle, Charles Horvath, Stafford Repp, Lane Chandler, Pierre Watkin; Dir - Walter Doniger
Jonathan Winters Show	NBC 7:30pm	Peggy King(S)
Phil Silvers	CBS 8pm	Bilko's Engagement; with regulars & Elisabeth Fraser, Viola Roche, Phillipa Bevans, Doreen McLean, Harry Stanton; (SW&SD)
Noah's Ark	NBC 8:30pm	Hardware Cow; with regulars & Roby Winans

(All other scheduled shows for this evening,only, will be preempted by Presidential elections.)

WEDNESDAY NOVEMBER 7

Death Valley Days	WRCA 7pm	Sixth Sense; with Jeanne Cooper, William Hudson, Joan Sudlow, Terry Frost, Betty Shewman, Gilbert Frye, Edward Ingram, Bud Osborne, Ben Mazer
Adventures of Hiram Holliday	NBC 8pm	with regulars & Ainslie Pryor, Nephru Malouf, Rodolfo Acosta, Alberto Mariscal, Philip Tonge, Lester Mathews, John O'Malley (SW) Joel Rapp, Phil Rapp, Richard M. Powell; (SD)
Navy Log	ABC 8:30pm	Scratch One Hearse; with Harry Landers, Joseph Turkel, Edwin Bruce, Robert Christopher, James Flavin, Joel Mondeaux
Father Knows Best	NBC 8:30pm	The Old Days - (O) Dorothy Cooper; with regulars & Yvonne Lime, Dawn Richard; (SD)
Millionaire (Marvin Miller)	CBS 9pm	The Story of David Tremayne; with Douglas Odney, Ann Robinson, Lurene Tuttle, Douglas Spencer, Sally Corner, Danny Richards, Paul Bryar, Jack Harris
KRAFT TV THEATRE	NBC 9pm	Shadow of Suspicion - (O) Arthur Hailey; with Philip Abbott, Audra Lindley, Russell Collins, Larry Webber, Robert Lansing, Pernell Roberts, Jane Sutherland
Ford Theatre	ABC 9:30pm	Sometimes It Happens - (O) Gerry Day; with Guy Madison, Dianne Foster, Michael Emmett, Jeanne Cooper, Louis Towers, Madge Kennedy, Walter Kingsford, John Hubbard; Dir - James Sheldon
US STEEL HOUR	CBS 10pm	Survival - (O) Alfred Brenner; with Franchot Tone, Albert Salmi, Olga Bielinska, Arnold Moss, Reynold Evans, Mary Welch, Tom Clancy, Anne Pearson, Katherine Squire, Mason Adams, Fred Tozere, Mary Boylan, Robert Goldsby, Arthur Seelen, John Devoe; (SD) Norman Felton

THURSDAY NOVEMBER 8

Guy Lombardo	WRCA 7pm	Carmen Cavallero
Sgt. Preston of the Yukon	CBS 7:30pm	with regulars & Dirk London, Jan Sheppard, Sid Mason
CIRCUS TIME	ABC 8pm	Denise Darcel, Amin Brothers(acro), "The Goetsches"(uni-cycle)
Bob Cummings Show	CBS 8pm	Miss Joplin Arrives; with regulars & Sue Carolyn Todd, Katherine Warren
ABC SPECIAL	ABC 8:30pm	1957 Rocket Revue; with John Daly (host), Bill Hayes(S), The Chordettes(S), Bonnie Murray(S), Greta Gray(S), Archie Bleyer (conductor); Dir - Matt Harlib.(This show one time only.)
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Flight to Tomorrow - (O) Al Ward; with Lee Marvin, Terry Moore, Steve Forrest, Sir Cedric Hardwicke, Richard Arlen, Yma Sumac(S) (SD) Buzz Kulik
Wire Service (Mercedes McCambridge)	ABC 9pm	Conspiracy - (O) Seoleg Lester; with Shepperd Strudwick, Vinton Hayworth; Dir - Reginald LeBorg
People's Choice	NBC 9pm	with regulars & John Stephenson; Dir - Jackie Cooper; (SW)
PLAYHOUSE 90	CBS 9:30pm	The Big Slide - (O) Edmund Beloin & Dean Reisner; with Red Skelton, Shirley Jones, Murray Hamilton, Eddie Firestone, Jack Albertson, Jack Mulhall, Fay Spain, Victor Sutherland, William Allyn, Charlie Cantor, Kam Tong, Lewis Martin, George Meader, Tom McKee, Hank Mann, Chester Conklin, Clarence Heneky, Henry Conklin; Dir - Ralph Nelson
THE FORD SHOW	NBC 9:30pm	Carol Channing(C)
OZARK JUBILEE	ABC 10pm	Brenda Lee(S), "Shug Fisher"(C), Bill Wimberly's Country Rhythm Boys(M), The Promenaders(D)
LUX VIDEO THEATRE	NBC 10pm	Jezebel - (O) Owen Davis;(Screenplay by Clements Ripley, Abem Finkel, John Huston); (A) Catherine Turney; with Martha Hyer, Charles Drake, Jack Lord, Rebecca Welles, Mabel Albertson, Bartlett Robinson, Douglas Dumbrille, William Lundmark, Joanna (Oreck) Moore, Ike Jones; (SD)

FRIDAY NOVEMBER 9

Adventures of Rin-Tin-Tin	ABC 7:30pm	The Lost Puppy - (O) Roy Erwin; with regulars & Tudor Owen, Kurt Katch, Terrence DeMarney; Dir - Robert G. Walker
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	The Secessionist; with Marilyn Saris, Robert Lynn, Nestor Paiva, Jacques Gallo
Life of Riley	NBC 8pm	Riley's Lonely Night - (O) Albert E. Lewin & Burt Styler; with regulars & Bert Wheeler, Hildegarde Holliday, Guinn Williams;(SD)
Crossroads	ABC 8:30pm	With Charity For All - (O) Herbert Purdum; with J. Carrol Naish, Allan Hale,Jr., Gene Reynolds, Christopher Dard, David McMahon, Jim Griffin; (SD)
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Death Watch - (O) Otis Carney; with Lee J. Cobb, John Larch, John Alderson, Bobby Driscoll, Abel Fernandez; Dir - Bernard Girard
WALTER WINCHELL SHOW	NBC 8:30pm	Jane Froman(S), Dick Haymes(S), Page & Bray(D)
Crusader (Brian Keith)	CBS 9pm	Open Highway; with Jack Lambert, Paul Dubov, Arthur Space
On Trial (Joseph Cotten)	NBC 9pm	The Law is For Lovers - (O) Don Mankiewicz; with Everett Sloan, Gene Lockhart, Inger Stevens, Ron Hagerty
The Vise (Donald Gray)	ABC 9:30pm	Kill Me, My Love; with regulars & Mary Parker, Philip Saville, Colin Tapley, Jan Richards
Schlitz Playhouse	CBS 9:30pm	The Night They Won the Oscar - (O) Norman Katkov; with Richard Carlson, June Lockhart, Haydon Rorke, Dorothy Green,Whit Bissell, Todd Ferrell, Ray Ferrell, Natalie Masters, Bing Russell, James Turley; Dir - William Self

FRIDAY NOVEMBER 9

BIG STORY (Ben Grauer)	NBC 9:30pm	George Thiem, Reporter: Chicage(Ill) Daily News - (A) Jerome Coopersmith; with William Zuckert, Russell Hardie, Karl Swenson, Jack Orrison, Paul Huber, Walton Butterfield; (SD)
The Lineup	CBS 10pm	The Crazy Killer Case - (O) Norman Jacob; with Frances Mercer, Terisa Lyon, S. John Launer, William Billy Griffith, Tom Bernard, Jess Kirkpatrick, Joe McGuinn, Stanley Farrar, John Deering, Madeline Holmes; (SD) Harold Shuster

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 2 - FRIDAY NOVEMBER 9

GOOD MORNING WITH WILL ROGERS JR	CBS 7am	11/5 - Joey Adams(C), Anita Ellis(S); 11/6 - Margaret Whiting (S), Jack Durant(C); 11/7 - Martha Davis & Spouse(C-S); 11/8- Chris Connor(S); 11/9 - Hal LeRoy(D), Roger Williams(M)
GARRY MOORE SHOW	CBS 10am	11/7 - Martha Davis & Spouse(C-S); 11/9 - Ben Bennett & Dick Patterson(C), Carol Burnett(C)
VALIANT LADY	CBS 12N	Add: John Graham to the regular cast.
NBC MATINEE THEATRE	NBC 3pm	11/5 - Thank You, Edmondo - (O) Mac Shoub; 11/6 - The Tell-Tale Heart - (O) Edgar Allen Poe; (A) William Templeton; 11/7- Strangers on a Honeymoon - (O) Robert Roger Freud; 11/8 - A Dram of Poison - (O) Charlotte Armstrong; (A) Henry Misrock; 11/9 - The Shining Hour - (O) Keith Winter; (A) Richard McCracken
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Coins - (O) Harry W. Junkin; with David White, Hildy Parks, Elizabeth Dewing, Wyley Hancock, Sandy Kenyon
TONIGHT	NBC 11:30pm	(No guest talent Mon; Tue show preempted by election coverage); (Wed-Fri - Allen): 11/7 - Lew Parker(C); Joe Acito & his Garden State Five(M); 11/8 - Signe Hasso, Kurt Baum(S); 11/9 - The Wanderers(S)

SATURDAY NOVEMBER 10

PERRY COMO SHOW	CBS 8pm	Bob Hope(C), Yvonne deCarlo, Robert Lamouret(C)
Oh! Susanna (Gale Storm)	CBS 9pm	with regulars & Jay Novello, Penny Santon, Jimmy Fairfax; (SW) Lee Karson & Ben Gershman; (SD)
Hey, Jeannie!	CBS 9:30pm	Jeannie, the Caddie; with regulars & Tudor Owen, Frank Darro, Jimmy Ogg, George Eldredge, Frank Wilcox, Parley Baer, Joan Sudlow; (SD)
Gunsmoke	CBS 10pm	with regulars & Cy Oakland, Joseph Mell, Andy Duggan
GEORGE GOBEL SHOW	NBC 10pm	Mickey Rooney, Judy Busch(S)

SUNDAY NOVEMBER 11

Wild Bill Hickok	CBS 12:30pm	A Close Shave for the Marshall; with regulars & Robert Filmer, Byron Foulger, Harry Harvey, Steve Brodie, Burt Wenland
FRONTIERS OF FAITH	NBC 1:30pm	Lawyer from Boston; with Alexander Scourby; (other information unavailable at press time)
Telephone Time	CBS 6pm	Preempted this week only, by Air Power
77th Bengal Lancers	NBC 7pm	The Steel Bracelet - (O) Douglas Heyes; with Eva Gabor, Phil Carey, Warren Stevens, Abraham Sofaer, John Hubbard, Rex Evans, George Keymas, Robert Shafto; Dir - Douglas Heyes
Circus Boy	NBC 7:30pm	The Little Fugitive - (O) Douglas Heyes; with regulars & Guinn Williams. John Hubbard, Millie Doff, Harvey Grant
ED SULLIVAN SHOW	CBS 8pm	Phil Silvers, Louis Armstrong & his band, Julie Andrews; Michael Redgrave, Barbara Bel Geddes (in a scene from "The Sleeping Prince"); Marcel Marceau(panto)

TALENT SHOWSHEET(more)

SUNDAY NOVEMBER 11
mmmmmmmmmmmmmmmmmmm

STEVE ALLEN SHOW	NBC 8pm	Anita Ekberg, Anthony Steel, Georgia Gibbs(S), Buster Crabbe, Art Tatum Trio(M);(film clip of "Jack & the Beanstalk" rehearsal, with Celeste Holm, Cyril Ritchard, Peggy King, Joel Grey).
General Electric Theatre	CBS 9pm	The Charlatan - (O) Wells Root; with George Sanders, Virginia Gregg, Fredd Wayne, Jeff Morrow, William Remick, Dan Riss, Jean Willes, Bart Burns, Marianne Stewart
GOODYEAR PLAYHOUSE	NBC 9pm	Stardust II - (O) Herman Rauscher; with John Forsythe, Martin Balsam, Thomas Carlin, Mario Alcalde, Mark Rydell, James Olson, William Traylor, Clu Gulagher, Jeff Harris
Alfred Hitchcock Presents	CBS 9:30pm	Alibi Me - (O) Therd Jefre & Walter Brown Newman; with Lee Philips, Alan Reed, Harry Tyler, Argentina Brunetti, Shirley Smith, Lee Erickson, Charlie Canton, Herb Vigran, Eugenia Paul, Harvey Stephens; Dir - Jules Bricken
Loretta Young Show	NBC 10pm	The End of the Week - (O) Virginia Chase; (A) Pauline Stone; with Miss Young, Don Megowan, Johnny Crawford, Tina Thompson, Mira McKinney

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

NOVEMBER 7, 1956

VOLUME 8 NUMBER 45 A

EDITOR: Jerry Leichter

RECEIVED NOV 7 1956 GENERAL LIBRARY

MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Desi Arnaz doesn't believe that the influx into TV of top movie backlogs can hurt good TV film shows, although he says that they will hurt mediocre shows. The only trouble is how does one tell a good film show from a mediocre product? The latter occasionally pile up awesome audience totals in some markets opposite top rank shows. Arnaz has ideas on another prime Hollywood film subject -- the art of producing film series that will sell to sponsors. He estimated recently that only about half a dozen of the 100 pilots made in Hollywood this year have been sold. With this lesson in mind -- and with another sale for Those Whiting Girls under his belt for next summer -- Arnaz feels that before a pilot is made, it must be thoroughly discussed with agencies and sponsors so that it is aimed for a certain time slot and sponsor. His 13 films starring the Whitings for Procter & Gamble, to be produced and directed by Norman Tokar (just signed to a three-year contract by Desilu), will cost more than Desilu will receive from the sponsor, in order to prove out the story line better over 13 weeks. If P & G decides to go with the show into the fall, the rest of the series will be sold at a higher price, covering the summer series investment. Because of Desilu's good financial position, the company doesn't accept a spot for one of its series unless the time will give the films a good chance to survive. The Orson Welles pilot was reported to have been held back despite a CBS offer, for that reason.

Jerry Lewis, now that he is promoting his new record career, is breaking loose on the air again in a manner he or his lawyers didn't permit in recent months. Lewis had to bow out of a Youth Wants to Know appearance on NBC a while back because York Pictures, a firm in which Lewis is a stockholder with Dean Martin, has sued NBC for breach of contract. The status of the suit hasn't changed as far as anyone knows, but Lewis will appear on The Steve Allen Show to swap "quips" with Allen on Sunday, Nov 11. It may be that the interview, which will also kick off the current drive for the Muscular Dystrophy Assns, will also mention Lewis' new recordings, but whichever way it goes, it may become a full-fledged performance by Lewis. Last Wednesday, the comedian appeared on a radio program over KLAC(LA) to plug his records and proceeded to take over the mike and the station operations for two hours, making a hodge podge of programming and station announcements.....Sunday, Nov 11, will also be the day for public auditions, open to any boy or girl between the ages of 7 and 9 who can sing or act, to play the role of Tiny Tim in The Alcoa Hour's "The Stingiest Man in Town," on Dec 23. Auditions will be held at the Palladium Ballroom in New York from 11am to 2pm EST. Audition judges include Patrice Munsel, Basil Rathbone, producer Joel Spector and Jack Talon of the producing organization.

(MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

ABC's Wire Service will soon fulfill its advance notice about going international with episodes in the filmed news service stories. Dane Clark will star in two episodes to begin production in England on Nov 19. Clark will be in New York between Nov 10 and 14, when he leaves for England. Production there will be supervised by series co-producer Don W. Sharpe, but actual production will be handled by a British unit headed by Ruby Rosenberg. George Brent goes to Mexico City on Nov 15 to star in two other Wire Service episodes to be made in and around that city. Co-producer Warren Lewis will supervise the Mexican work, with actual production by Telepeliculas Mexicana, S.A. Mercedes McCambridge, the third of the rotating stars, starts production on a new episode for the series at home base on Hollywood on Nov 15, with production supervised by associate producer "Buck" Houghton.....Sergeant Preston of the Yukon goes back into production on Dec 1, with a new producing organization handling the work, shooting at Paramount Sunset Studios. Charles E. Skinner Productions made the first 26 of the CBS series, but now Tom R. Curtis Productions, Inc., will shoot the next 26 in color, with Tom Curtis, former production man for Skinner, as exec producer. Edward Dew, who directed some of the Skinner episodes, will also work on the new films. Nelson Gidding, who was script editor on the Preston series, is working with Skinner on plans for new series. The Skinner organization is now prepping pilots for Riders of the Pony Express and Men of the Crime Lab, with Gidding working on material for the latter. Although all his TV production work will be concentrated in Hollywood, Skinner's New York office will continue to handle his industrial film activities. The Skinner and Curtis organizations have no connection with each other.

The CBS subsidiary, Terrytoons, Inc., is currently producing a new cartoon series titled Tom Terrific which is slated for exclusive airing as a regular feature of the net's live show Captain Kangaroo, starting April 1, 1957. CBS contracted for 13 weekly episodes, each a complete cartoon story. They will be broken up into five 3 and one-half minute cartoons to be presented Monday thru Friday on Captain Kangaroo, with a composite of the episodes then shown on the Saturday version of the weekday show. The program has exclusive use of the cartoons thru July, 1958.....The Life and Legend of Wyatt Earp, starring Hugh O'Brian, will have Douglas Fowley, veteran Hollywood actor, as a regular in the series, playing the role of gunfighter "Doc" Holliday, with Carol Stone also featured as "Big Kate," Holliday's wife.

Jerry Lewis will sit in for Edward R. Murrow on Person to Person on Friday, Nov 9, while Murrow is in the Middle East.....The Most Beautiful Girl in the World is still up in the air on a starting date, since the new production staff only has a few weeks to get the show rolling before the last tentative date set, Nov 26. If the show is delayed much longer, a new Gina Lollobrigida film with the same title may open ahead of time and take the edge off the title.....Medic, still being seen on NBC in re-runs because of the delay mentioned in the preceding item, is lining up 13 scripts for new production next year, with full go-ahead depending on a sponsor commitment. Richard Boone will again be Dr. Styner if it goes into production..... ...ABC is allowing its local stations to sell Bishop Sheen's Life is Worth Living, with commercials beginning in December.

AGENCIES AND ACCOUNTS: The radio-TV receiver division of Zenith Radio Corp., whose advertising was resigned by Batten, Barton, Durstine & Osborn, Inc(NY), so the latter could take over the Philco Corp account, has been assigned to Earle Ludgin & Co(Chi).....The new Lentheric Division of Helene Curtis Industries has also been a assigned to Ludgin.....Brooke, Smith, French and Dorrance, Inc (Detroit) has resigned the account of the Hudson division of American Motors Corp.

PEOPLE GOING PLACES: Lee Cooley has been signed to an exclusive contract with CBS to produce and create top musical series.....Robert E. Kintner elected an exec v.p. of NBC, effective Jan 1, 1957.....Merle S. Jones becomes president of CBS Television, effective Jan 1, succeeding J. L. Van Volkenburg, resigned.....Jack Rayel joined Four Star Films, Inc., in Hollywood as v.p. and general manager.

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

NOVEMBER 12-18, 1956

VOLUME 8 NUMBER 46

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

RECEIVED
NOV 1 1 1956
NBC GENERAL LIBRARY

WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Sunday(18)

NBC- 2-4pm EST; RETURN - NBC Television Opera Theatre - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Prod- Samuel Chotzinoff; Music & Artistic Dir- Peter Herman Adler; Assoc Prod- Charles Polacheck; Dir- Kirk Browning; Assoc Dir- John Schwartz; Asst Conductor- Felix Popper; Sets- Ed Wittstein; Costumes- Saul Bolasni; Casting- George Schick. § Eighth consecutive season for the operas, with six to be presented on about a once a month schedule, all in color. (See page D for cast credits).

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- See It Now (Every 4th Sun, 5-6pm NYT) Nov 18; "Revolution in the Navy"; FILM from WCBS-TV(NY) & KNXT(LA); Murrow also interviews Navy chiefs.

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm NYT) Nov 12; "Jack and the Beanstalk"; an original musical version of the famous tale, with book and lyrics by Helen Deutsch, music by Jerry Livingston; Exec Prod- Mort Abrahams; Prod- Alvin Cooperman; Dir- Clark Jones; Music Dir- George Bassman; Sets & Costumes- Rouben Ter-Arutunian; Choreog- Rod Alexander; Assoc Prod- Leo Davis; Prod Superv- Shelley Hull; Assoc Dir- Dean Whitmore; Casting- Joan MacDonald.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Dean Pike; RETURN Nov 18; Sun, 5-5:30pm EST; originally scheduled to return Nov 11; see page 106 for full credits.

CBS- World In Crisis; SPECIAL Nov 11; Sun, 5-6pm EST; LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News(NY); Prod- Leslie Midgel; Dir- Vern Diamond; Writer- John Sharnik; Film Superv- Joseph Zigman. § Special program on the anti-communist flare-ups in Hungary and Poland and the tensions in the Middle East. The program is an expansion of the originally scheduled half hour, Revolt of the Satellites, now included in the one hour program. (See page 106).

Face the Nation (Sun, 1:30-2pm EST) New time, effective Nov 11, thru Dec 23. The program had been seen 5-5:30pm before football telecasts preempted the time.

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

TALENT SHOWSHEET NOVEMBER 9 - NOVEMBER 18

Most of the shows on November 9, 10, 11 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, November 16. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally only first runs of a film series are listed.

FRIDAY NOVEMBER 9

WALTER WINCHELL SHOW	NBC 8:30pm	Add: John Wayne

SUNDAY NOVEMBER 11

LAMP UNTO MY FEET	CBS 10am	The Hostages - (O) Howard Rodman; with Will Rogers,Jr, Court Benson, Grace Matthews, Norma Connolly, Noel Leslie, Ward Costello; (SD)
LOOK UP & LIVE	CBS 10:30am	Antigone - (O) Sophocles; (A) Paul Roche; with Jacqueline Brookes, Robert Goodier, Michael Kane, Janine Claire; (SD)
CAMERA THREE	CBS 11:30am	A Medieval Tapestry; with Reynolds Evans, Harry Davis, Ellen Madison, Madge West, Dennis Patrick; (SW) John McGiffert; (SD)
FRONTIERS OF FAITH	NBC 1:30pm	Lawyer from Boston; Add: (O) Morton Wishengrad; with Alexander Scourby, Bert Freed, Henderson Forsythe, Alan Napier, Gerald Hiken, Dayett Garritt; (SD)
ED SULLIVAN SHOW	CBS 8pm	Add: Bing Crosby, Kate Smith; Kill: Marcel Marceau
STEVE ALLEN SHOW	NBC 8pm	Add: Jerry Lewis; Delete: Art Tatum
OMNIBUS	ABC 9pm	School for Wives - (O) Moliere; (A) Walter Kerr; with Bert Lahr, Patricia Smith, William Shatner, Earl Montgomery, Elizabeth Wilson, Louis Sorin, Robert Goodier, Michael Strong; Dir - Jack Landau

MONDAY NOVEMBER 12

Sheriff of Cochise	WABD 7:30pm	Question of Honor; with regulars & Stan Jones, Simon Oakland, Belle Mitchess
Danny Thomas Show	ABC 8pm	Danny Goes to Texas; with regulars & Minerva Urecal, Jesse White, Robert Anderson; (SD)
PRODUCER'S SHOWCASE	NBC 8pm	Jack and the Beanstalk - (O) Helen Deutsch (from the folk-tale); with Celeste Holm, Cyril Ritchard, Peggy King, Arnold Stang, Leora Dana, Billy Gilbert, Dennis King, Joel Grey, Carson Woods, Brutus Peck, Adnia Rice, Buddy Schwab, Virginia Bosler, Carl Morris, Bob Pagent, Pauline Goddard, Virginia Conwell, Dorothy Masel, Abe Simon, Harry Kadison (& others); Music - Jerry Livingston; Lyrics - Helen Deutsch
VOICE OF FIRESTONE	ABC 8:30pm	Brian Sullivan
I Love Lucy	CBS 9pm	with regulars & Elsa Lanchester, Strother Martin; (SW&SD)
December Bride	CBS 9:30pm	Ritzy Neighborhood; with regulars & Cheerio Meredith, Margo Bennett, Almira Sessions, Peter Leeds, Shirley Mitchell, King Donovan, Doris Packer, Harry Antrim
LAWRENCE WELK'S TOP TUNES, NEW TALENT	ABC 9:30pm	Jerry Rush (S-D), Rosalie Randall (M), Susan Capone (S)
ROBERT MONTGOMERY	NBC 9:30pm	Harvest - kine repeat of 11/23/53
STUDIO ONE	CBS 10pm	The Pilot - (O) Paul Crabtree; with Nancy Kelly, Barbara O'Neil, Burt Brinkerhoff, Gregory Lafayette, Gerry Stiller, John McLiam, Milton Selzer, Herbert Nelson, Abigail Kellogg, Dorrit Kelton, Robert Bryam, Billy Quinn, Toni Hallorhan, Casey Allen, Jimmie Rogers, Chris Barberry; (SD) Paul Nickell
Douglas Fairbanks	WRCA 10:30pm	Homecoming; with Barry Foster, Eynon Evans, Barbara Mullen

TALENT SHOWSHEET(more)

TUESDAY NOVEMBER 13

Conflict	ABC 7:30pm	The People Against McQuade - (O) Howard Brown (from court transcriptions); with Tab Hunter, Dani Crayne, James Garner, Raymond Bailey, Chet Stratton, Robert Hover, Mildred von Hollen, Dick Ryan, Lawrence Green, Joanna Heyes; Dir - Roy Del Ruth
Phil Silvers Show	CBS 8pm	A Mess Sergeant Can't Win; with regulars & Joe E. Ross
Life & Legend of Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	So Long Dora, So Long; with regulars & Margaret Hayes, Joseph Turkel, William Tannen
Noah's Ark	NBC 8:30pm	Displaced Deer - (O) Jack Webb & Frank Burt; with regulars & Vance Skarstedt, Martha Wentworth, Lillian Powell; (SD)
Broken Arrow	ABC 9pm	Medicine Men - (O) John McGreevey; with regulars
HERB SHRINER SHOW	CBS 9pm	Zsa Zsa Gabor
Jane Wyman Show	NBC 9pm	Father Forgets; with Miss Wyman, Bruce Gordon, David Kasday; (other information unavailable)
RED SKELTON SHOW	CBS 9:30pm	Virginia Grey
DuPont Theatre	ABC 9:30pm	Innocent Bystander - (O) Laszlo Gorog; with Don Taylor, Reba Tassell, Herb Vigran, Robert Faulke, Fred E. Shuman, Robert Nicolas, Nesdon Booth; (SD) Lazlo Benedek
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	Flight #387 from Budapest - (O) Harold Gast; with William Redfield, Gerald Serracini, Jacqueline Scott; Peter Bradon, Paul Savior, Leonardo Cimino, George L. Smith, Sally Kemp
Polka Time	ABC 10pm	Philippine Catholic Youth Folk Dancers; Richard Hodyl & Mildred Lawnik(D)

WEDNESDAY NOVEMBER 14

Death Valley Days	WRCA 7pm	The Hidden Treasure of Cucamonga; with Joel Ashley, Anna Navarro, Richard Gilden, Tony Lawrence, Than Wyenn, Stan Jolley, Carol Thurston, Andre Villon
Disneyland	ABC 7:30pm	Along the Oregon Trail; with Fess Parker, Jeff York, Sebastian Cabot, Iron Eyes Cody
Adventures of Hiram Holliday	NBC 8pm	The Hawaiian Hamzah; with Cox & John Wengraf, Lei Aloha, Al Cavens, Ainslie Pryor
Navy Log	ABC 8:30pm	In the Labonza - (O) Allan Sloane; with Richard Wessel, George Conrad, Peter Leeds, Jack Lomas, House Peters,Jr
Father Knows Best	NBC 8:30pm	Whistle Bait - (O) Paul West; with regulars & Mary Ellen Kaye, Yvonne Lime, Jerry Janger; (SD) Peter Tewksbury
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Waldo Francis Turner; with Reginald Gardner, Kathy Nolan, John Goddard, Raymond Greenleaf, Nora Marlowe, Sheila Bromley, Henry Hunter
KRAFT TV THEATRE	NBC 9pm	Before It's Too Late - (O) Gertrude Schweitzer; with Phyllis Newman, Wallace Rooney, Charles Aidman, Judy Sanford, Warren Oates; Dir - Harry Herrmann
Lilli Palmer Theatre	WABD 9pm	Bardell vs. Pickwick; with Donald Wolfit, Roddy Hughes, Desmond Walter Ellis, Sam Kydd
Ford Theatre	ABC 9:30pm	The Woman Who Dared - (O) Pauline Stone, Mike Cosgrove & Gerry Day; with Laraine Day, Gene Barry, Whit Bissell, Don Beddoe, Louis Jean Heydt, Tom Pittman, Kim Charney
20th Century-Fox Hour	CBS 10pm	Smoke Jumpers - (O) Art Cohn (screenplay by Harry Kleiner); (A) Clark E. Reynolds; with Dan Duryea, Dean Jagger, Joan Leslie, Richard Jaeckel, Robert Bray, Robert Armstrong, Lawrence Dobkin, Don Kennedy Bob Watson; Dir - Albert S. Rogell

THURSDAY NOVEMBER 15

Guy Lombardo	WRCA 7pm	Matt Dennis
Sgt. Preston of the Yukon(Richard Simmons)	CBS 7:30pm	with Paul McGuire, Mervyn Vye, Thom Carney
CIRCUS TIME	ABC 8pm	Diahann Carroll(S), Mazzone & Abbott(D), Bill Haast(snakes)
Bob Cummings Show	CBS 8pm	The Double Date; with regulars & Olive Sturgess, Evelyn Russell
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Night Shriek - (O) Dorothy Black; (A) Hagar Wilde; with Brian Aherne, Joanne Dru, Isobel Elsom, Edward Ashley; Dir - Jack Smight
Wire Service (Dane Clark)	ABC 9pm	The Tower - (O) Merwin Gerard; with Ian Wolfe, Jay Robinson, Herbert Rudley, James McCallion; Dir - Reginald LeBorg
People's Choice	NBC 9pm	with regulars & Florenz Ames, Selmar Jackson, Ken Christy;(SW&SD)
PLAYHOUSE 90	CBS 9:30pm	Heritage of Anger - (O) Harold Jack Bloom; with Ralph Bellamy, Nina Foch, Lloyd Bridges, John Ericson, Tom Brown, Onslow Stevens; (further information unavailable at press time.)
THE FORD SHOW	NBC 9:30pm	Spike Jones
OZARK JUBILEE (Red Foley)	ABC 10pm	Billy Walker(S), Jim Wilson(S)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	The Glass Web - (O) Robert Blees; (A) Harry Kronman; with George Nader, Dan O'Herlihy; (SD) Earl Ebi

FRIDAY NOVEMBER 16

Adventures of Rin-Tin-Tin	ABC 7:30pm	Presidential Citation - (O) John O'Dea; with regulars & Joe Sawyer, William Forrest, Charles Evans, Paul Birch, Orlando Rodriguez, Jack Littlefield; (SD) Robert G. Walker
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	The Land Jumpers - (O)Don Clark; (A) Tom Reed & William H. Wright; with Willard Waterman, Val Dufour, Narda Onyx, Minerva Urecal, Peter Hansen
West Point	CBS 8pm	His Brother's Fist; with John Berardino, Jeff Harris
Life of Riley	NBC 8pm	A Man's Pride - (O) Albert E. Lewin & Burt Styler; with regulars & Denise Alexander; (SD) Abby Berlin
Crossroads	ABC 8:30pm	Timberland Preacher - (O) George Bruce; with Martin Milner, Berty Kelly, John Alderson, Ann Flood; (SD) Jus Addis
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Stage for Tucson - (O) Harold Shumate; (A) John McGreevey & Harold Shumate; with Eddie Albert, Mona Freeman, John Ericson, Rusty Lane, Ian MacDonald, Jaclynne Greene,DeForrest Kelley; Dir - Bernard Girard
WALTER WINCHELL	NBC 8:30pm	Patrice Munsel (S)
Crusader (Brian Keith)	CBS 9pm	Accident; with Vivi Janiss, Arthur Space, Bill Kendis, Ruta Lee, Ben Wright, Ric Roman,Herb Ellis,Ernest Sarracino,George Sawyer Dennis Moore, Alan Reynolds
On Trial (Joseph Cotten)	NBC 9pm	Death in the Snow - (O) Larry Marcus; with Keenan Wynn, Hoagy Carmichael, Olive Carey, Robert Ellis, Phil Chambers, Tony George, Don Beddoe, Richard Hale
The Vise	ABC 9:30pm	A Cage of Fear; with regulars & Bernard Bresslaw, Gladys Boot, Laura Gordon, Colin Tapley
Schlitz Playhouse	CBS 9:30pm	The Unlighted Road - re-run of 5/6/56 & 6/1/56
BIG STORY (Ben Grauer)	NBC 9:30pm	George Murphy, Reporter: San Francisco(Cal) News - (A) Leon Tokatyan; with Jamie Smith, Alexander Scourby, Al Markim, Sam Gray, Douglas Rutherford

FRIDAY NOVEMBER 16

The Lineup	CBS 10pm	The Cosmopolitan Bunko Case - (O) Joseph Calvelli; with Jay Novello, Michael Rofetto, Leon Askin, Edgar Barrier, Victoria Risk, Katharine Barrett, Jonathan Hole;Dir -Hollingsworth Morse

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 9 - FRIDAY NOVEMBER 16

GOOD MORNING WITH WILL ROGERS, JR	CBS 7am	11/12 - Henny Youngman (weather-caster each week this week); Toni Arden(S), Sally Kemp; 11/13 - Jane Morgan(S); 11/14 - Jim Lowe (emcee for Rogers this day only); 11/15 - Eileen Rodgers(S); 11/16 - Steve Lawrence(C), Joey Carter(C)
GARRY MOORE SHOW	CBS 10am	11/16 - Martha Davis & Spouse(S-C); Jane Connell(C)
NBC BANDSTAND	NBC 10:30am	11/12-11/16: Les Brown & orch., Julius La Rosa (S)
HOME SHOW	NBC 11am	11/12 - Kurt Baum (S); 11/14 - Robert Young & Jane Wyatt
NBC MATINEE THEATRE	NBC 3pm	11/12 - Love, Marriage & Five Thousand Dollars - (O) Alfred Brenner; 11/13 - Step Into Darkness - (O) Elizabeth Denham; (A) Betty Ulius; 11/14 - A Candle in the Dark - (O) Paul Tabori; 11/15 - Savrola - (O) Winston Churchill; (A) Michael Dyne; 11/16 - A Table Set for Night - (O) Peter Berneis
MODERN ROMANCES	NBC 4:45pm	No One Will Ever Know - (O) Marie Baumer; with Patricia Barry, House Jameson, Don Fellows
TONIGHT	NBC 11:30pm	(Mon & Tues - Kovacs); 11/12 - Dorothy Lamour, Barbara Carroll(M), Maureen Arthur(S); 11/13 - Dinah Washington(S); 11/14 - Anita Ramous(D), Mario Escudero(M), Erin O'Brien(S), Steve Lawrence(S); 11/15 - Blackstone(magic), Buddy De Franco Quintet(M), Erin O'Brien(S), Andy Williams(S); 11/16 - Erin O'Brien(S), Iva Kitchell(D)

SATURDAY NOVEMBER 17

PERRY COMO SHOW	NBC 8pm	Lily Pons(S), Dinah Shore(S), Glenn Derringer(M), Robert Lamouret (C), Brenda Lee(S)
Oh! Susanna	CBS 9pm	The Immigrants - (O) Bernie Ederer & Bob White; with regulars.
Hey, Jeannie!	CBS 9:30pm	MacLennan Hex; with regulars & Will Wright, George E. Stone;(SD)
Gunsmoke	CBS 10pm	(information unavailable at press time.)
GEORGE GOBEL SHOW	NBC 10pm	Edward Everett Horton, Kuldip Singh(S)

SUNDAY NOVEMBER 18

Wild Bill Hickok	CBS 12:30pm	Prairie Flats Land Swindle; with regulars & Bobby Hyatt, Irving Bacon, Douglas Evans, Fred Libby, Perry Frost, Sam Flint, Fred Kelsey
NBC OPERA THEATRE	NBC 2pm	La Boheme - (O) Puccini; (A) Joseph Machlis; with Richard Torigi, John Alexander, Kenneth Smith, Thomas Tipton, Chester Watson, Dorothy Coulter, Orrin Hill, Jan McArt, Irwin Charone, Ara Adrian, Robert Leffler; Libretto - Giacosa & Illica; Dir - Kirk Browning
WASHINGTON SQUARE	NBC 4pm	with regulars (add Kay Armen to permanent cast) & Martha Raye(C-S) Arnold Stang(C), Hugh Martin, Three Flames(S)
Telephone Time	CBS 6pm	Chico and the Archbishop - (O) John Nesbitt; (A) Sims Carter, Joseph Calvelli; with Narry Bartell, Ricky Vera; (SD)- Robert Florey
77th Bengal Lancers	NBC 7pm	The Traitor - (O) Douglas Heyes; with Phil Carey, Warren Stevens, Michael Ansara, Millie Doff, Fouglass Dumbrille, Richard Avonde, Brett Halsey, Richard Devon, Patrick Whyte; Dir - George Archainbaud
JACK BENNY	CBS 7:30pm	(information unavailable at press time.)

SUNDAY NOVEMBER 18

Circus Boy	NBC 7:30pm	The Proud Pagliacci; with regulars & Otto Waldis
ED SULLIVAN	CBS 8pm	Elvis Presley (on film), Fats Domino(S), Guy Mitchell(S), Don Rondo(S), Ben Blue(C), Mitzi Green(C), Lou Nelson(C), Elsa & Waldo(C), Conn & Mann(C)
STEVE ALLEN	NBC 8pm	Olson & Johnson(C), Duke Ellington & his band, Gene Nelson(D), Betty Walker(C),Erin O'Brien(S), Robert Young, Jane Wyatt, Elinor Donahue
General Electric Theatre	CBS 9pm	I'm a Fool - (O) Sherwood Anderson; (A) Arnold Schulman; with James Dean, Natalie Wood, Eddie Albert, Ray Glenn, Gloria Castillo, Leon Tyler, Eve March, Fiona Hale, Judd Holdron, Richard Bartell, Patrick O'Malley; re-run of 11/14/54
Chevy Show (Bob Hope)	NBC 9pm	Perry Como(S), Julie London(S), Joan Davis
Alfred Hitchcock	CBS 9:30pm	Conversation Over a Corpse - (O&A) Norman Daniels; with Dorothy Stickney, Carmen Mathews, Ray Collins, Ted Stanhope; (SD) Jules Bricken
Loretta Young Show	NBC 10pm	Inga IV - (O) Lowell S. Hawley; (A) William Bruckner; with Miss Young, Donald Murphy, Robert Fortier, Maurice Manson, Kathleen Freeman; (SD) William Bruckner

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

NOVEMBER 14, 1956

VOLUME 8 NUMBER 46 A

EDITOR: Jerry Leichter

RECEIVED NOV 1 1956 NBC GENERAL LIBRARY 73665

MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

NBC's comedy writers development plan is considered a success by the network, with five of the nine originally signed a year ago currently assigned to regular shows, with the other four on special assignments. Woody Allen is with Stanley, Herb Reich, Herb Hartig and Mike Miller are with Washington Square and Paul Keyes is with the Steve Allen branch of Tonight. The other four are Lois Balk, Bernie Ilson, Bruce Howard and Phil Green. If it means anything, six of the nine were born in New York City, two in Boston and one in Connecticut.....For a real big switch in characterization and talent demand, Nanette Fabray performs in "High Button Shoes" in New York on Nov 24 over NBC, then moves out to LA for the author-mother role of Helen Doss in Playhouse 90's "The Family Nobody Wanted," slated for Dec 20. Lew Ayres will co-star as Rev. Carl Doss, the young minister who, with his wife, built a family from a group of adopted youngsters of mixed racial backgrounds. The story is an adaptation of Helen Doss' book about her family.

Revlon will give up on The Most Beautiful Girl in the World for the time being and instead will sponsor Can Do, starting Nov 26, over NBC, Mondays, 9-9:30pm EST. The show is an audience participation type, not a quizzer, featuring contests and stunts with prizes of up to $50,000. A special feature will present celebrities who will perform stunts or feats not usually demonstrated to the public in their regular careers, or perhaps special stunts in line with their professional abilities. The Joe Cates production will have Robert Alda as m.c. The tangled line resulting from the many false starts with The Most Beautiful Girl reads this way. Joe Cates was the producer-director of The $64,000 Question during its prime last year, working for Louis G. Cowan, Inc., now Entertainment Productions, Inc. Cates left for a creative producer berth at NBC. EPI was the packager called in to develop a successful format for The Most Beautiful Girl. The first EPI kine didn't work and Paul Feigay, who had been associate producer at Omnibus, left that post and moved over to EPI as producer (never officially announced) to try to get the talent-beauty show on the road. Now, Omnibus has named Richard Dunlap as new associate producer. Dunlap resigned as a producer-director of Kraft Television Theatre to take his new post.

Another seeker after a trend away from pure money quizzes is Hazel Bishop, Inc., which will sponsor You're On Your Own, a new Barry & Enright package which will debut over CBS on Dec 22, Saturdays, 10:30-11pm EST, replacing High Finance, which goes off the air. Steve Dunne will m.c. the quiz, which will reward resourcefulness with as much as $25,000 on a single program. Contestants will be able to find all answers to

 (MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

questions somewhere in the studio -- in a directory, record album, telephone book, or other reference, all of which the contestant may use. In other words, TV is trying to move from dependence on crammed knowledge to the open book test....progressive education in television.....The Boing-Boing Show, the UPA cartoon series produced for CBS, will debut on Dec 16, Sundays, 5:30-6pm EST, in full color. The separate little tales seen on each program have been dubbed "vignettes", all presented by program host Gerald McBoing-Boing.....Ernie Kovacs will narrate NBC's one-hour telecast of the Macy's Thanksgiving Day Parade, which will have Roy Rogers and Dale Evans leading the procession as grand marshals. The program, presented from 11am-12noon EST, will be sponsored by Ideal Toy Corporation and Sweets Company of America, Inc.

A special Pulse survey, one of a series devoted to the New York market, turns up a reaction that program producers have claimed existed for years -- that reviews of television programs in newspaper columns do not exert too much influence over viewers' habits. The Pulse survey, conducted during August, indicates that 70 per cent of men and women in metropolitan New York regularly read newspaper columns devoted to news and reviews of television. There were 1000 people interviewed, with 67 per cent saying that they read the columns for advance information about TV programs, with 63 per cent interested specifically as well in advance information and reviews of feature films to be seen on TV.

Last week's annual membership meeting of the Screen Actors Guild in Hollywood turned up the following statistics: Between Nov 1, 1955 and Oct 31, 1956, SAG collected and distributed to members 19,166 checks totalling $1,413,821 in residual payments for re-runs of TV films. SAG had 10,082 fully paid-up members as of Oct 31, compared with 9,832 a year ago. The Guild staff collected $152,062 during the year on behalf of the Guild and individual members, from contract violators.

Jerry Lewis will again be m.c. of the Oscar awards ceremonies to be telecast over NBC on March 27, Wednesday, 10:30pm-12:15am EST.....The Bob Hope Chevy Show for next Sunday will be kinescoped in New York and presented "live" on the air via the kine. The nets are beginning to pay close attention to announcements about shows being kinescoped or filmed, to avoid possible union complications over the variations in scale. .....The beefs that greeted the CBS-Ed Sullivan announcement about Bing Crosby's appearance on last Sunday's Sullivan show being a "first," were based on the release phrase, "Crosby has never before consented to sing in person on a television show." According to the records, Bing Crosby made his first TV appearance, live or otherwise, on the Bob Hope Marathon for the U. S. Olympic team on June 21, 1952, over the NBC-TV net. Crosby did a little of everything on the stage, ducking only when Martin and Lewis joined the on-camera fun.....Sullivan announced an entertainment coup last week when the Metropolitan Opera signed a contract for five Sunday appearances of leading Met stars and conductors and the Met Opera orchestra in five fully-staged scenes from five operas on The Ed Sullivan Show, leading off with Maria Callas and George London in a scene from "Tosca" on Nov 25. Rudolpf Bing will do the on-camera intros for the presentations.

Eight-year-old Dennis Kohler, who won the auditions for the role of Tiny Tim in Alcoa Hour's "The Stingiest Man in Town," is a seasoned TV actor.....WRCA-TV's new local five-minute comedy program, Punchline, Monday thru Friday, 11:25-11:30pm, is being handled completely by producer-director Mike Gargiulo. Different comics appear each night, before a small audience -- and that latter condition is a problem to surmount on a five-minute show.

PEOPLE GOING PLACES: Hal Davis will join Grey Advertising Agency(NY) as a v.p. of radio and television as of Jan 1. A. L. Hollender continues to head Grey's broadcast operations.....Mel Goodman joined Henry C. Brown, Inc., as v.p. in charge of commercial talent.....Christy Walsh, Jr., shifts to the New York office of Ted Bates & Co., as agency supervisor for Strike it Rich.

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

NOVEMBER 19-25, 1956

VOLUME 8 NUMBER 47

EDITOR: Jerry Leichter

RECEIVED
NOV 19 1956
NBC GENERAL LIBRARY

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(19)

CBS- 9-10pm EST; SPECIAL - Our Mr. Sun - FILM (COLOR) from WCBS-TV(NY), 130 stations net, 30 delayed. § Sponsor- American Telephone & Telegraph Co (Bell System) thru N. W. Ayer & Son, Inc(Phila). § Pkgr- American Telephone & Telegraph Co; Prod & Dir- Frank Capra; Animation sequences by UPA; other production information not available. § Story-line documentary showing how man has learned scientific facts about the sun and what use he has made of this knowledge, using four characters in the story, two human and two cartoon. Eddie Albert plays a fiction writer and Dr. Frank Baxter plays the part of a scientist. Special films taken by leading observatories are integrated in the program. The program preempts Studio One, one time only.

Wednesday(21)

ABC- 7-7:30pm EST; SPECIAL - Bamberger's Thanksgiving Eve Parade of Light - LIVE via remote to WABC-TV(NY), no. of stations indefinite. § Sponsor- General Electric Co (Housewares & Radio Receivers Div) thru Young & Rubicam, Inc(NY). § Pkgr- ABC News & Special Events with Bamberger's Dept Store; Prod- Don Coe; Dir- Marshall Diskin. § John Daly will describe the annual Bamberger parade from Weequahic Park, Newark, N. J. Robert McCorkle, display director of the department store is in charge of the pageant's creation, which is built around story book characters. The program preempts Kukla, Fran & Ollie, 7-7:15pm, and John Daly and the News, 7:15-7:30pm, this time only.

Thursday(22)

ABC- 10:15-11am EST; SPECIAL - J. L. Hudson Co.'s Thanksgiving Day Parade - LIVE from WXYZ(Det), no. of stations indefinite. § Sponsor- Chrysler Corp thru McCann-Erickson, Inc(NY & Det). § Pkgr- ABC-TV with J. L. Hudson Co; Prod & Dir- Peter Strand(WXYZ). § Jimmie Dodd is narrator for the annual J. L. Hudson Co Thanksgiving Day parade thru midtown Detroit to the department store. The parade will include 21 floats, 12 bands and 1,400 costumed marchers. The program is in open time.

NBC- 11am-12noon EST; SPECIAL - Macy's Thanksgiving Day Parade - LIVE from WRCA-TV(NY), no. of stations indefinite. § Co-Sponsors- 1) Ideal Toy Corp thru Grey Advertising Agency, Inc(NY). 2) Sweets Co. of America (Tootsie Rolls) thru Henry Eisen Advertising Co(NY). Pkgr- NBC Special Events with R. H. Macy & Co., Inc.; Co-Prods- Ed Pierce, John Green; (Continued on next page)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Thursday(22)

NBC- Macy's Thanksgiving Day Parade (Cont'd from previous page): Dir- Dick Schneider. § Ernie Kovacs is narrator for the 30th annual Macy's Thanksgiving Day parade, down Broadway to the department store. It will feature movie, Broadway and television personalities; have 12 bands, three huge balloons, nine float tableaux and over 4,000 costumed marchers. The program will preempt Home, this day only.

CBS- 5-6pm EST; SPECIAL - The Longines-Wittnauer Thanksgiving Festival - LIVE from WCBS-TV(NY), approx 158 stations live. § Sponsor- Longines-Wittnauer Watch Co., Inc. thru Victor A. Bennett Co., Inc(NY). § Pkgr- Longines-Wittnauer Watch Co., Inc(NY); Prod- Alan R. Cartoun; Assoc Prod- Paula Cartoun; Dirs- Ted Estabrook, Alan R. Cartoun; Music Superv- Rudy Sims; Music Dir- Eugene Lowell; Sets- Paul Barnes; Costumes- Stanley Simmons; Choreog- Ernest Flatt; Film Effects- Sol Taffett; Writer- Harrison Cowan. § Musical cavalcade of melody covering the past 90 years, also marking the 90th anniversary of the sponsor. Each of the 20-minute segments covering a different musical period will be narrated by one of three stars: Joe E. Brown, Duke Ellington and Will Rogers, Jr. The program is in open time.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- Saturday Spectacular (Every 4th Sat, 9-10:30pm NYT) Nov 24; "High Button Shoes," adapted from the Broadway show, book by Stephen Longstreet, music and lyrics by Jule Styne and Sammy Cahn; TV book- Arnie Rosen and Coleman Jacoby; Prod & Dir- Joe Cates; Music Dir- Ted Raph; Choreog- Bob Hamilton; Sets- Burr Smidt; Costumes- John Boxer; LIVE (COLOR) from WRCA-TV(NY).

Hallmark Hall of Fame (Approx once every month, Sun, 9-10:30pm NYT) Nov 25; "Man and Superman," with Maurice Evans and Joan Greenwood starring in Joseph Schrank's TV adaptation of George Bernard Shaw's comedy; Prod & Dir- George Schaefer; Costumes- Noel Taylor; Sets- Robert Wightman; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Omnibus (Sun, 9-10:30pm EST) Richard Dunlap appointed associate producer, replacing Paul Feigay, previously resigned.

CBS- Eye On New York (Sat, 5-5:30pm EST) New net day and time, effective Nov 17 and Nov 24, then shifting back to 2-2:30pm. Program had been reported reverting to local showing only, but moved to Saturday. (See page 107). Galen Drake is reporter, substituting for Bill Leonard.

Walter Cronkite and the News (Mon thru Fri, 1-1:10pm EST) New title, effective Nov 19, replacing Charles Collingwood and the News, as Cronkite replaces Collingwood as the newscaster for the program.

Out of Darkness; SPECIAL Nov 25; Sun, 5-6pm EST, one time only; repeat of program originally presented March 18, 1956, and repeated April 29, 1956. Film is a CBS-produced documentary on mental illness.

NBC- Topper; RETURN Nov 18; alt Sun, 5-5:30pm EST; FILM from WRCA-TV(NY), to the net. Sustaining. § Re-runs of film series originally seen over CBS in 1953-54, then re-run over ABC in 1955-56, and seen over NBC from June 10 to Oct 14, 1956.

TALENT SHOWSHEET NOVEMBER 16 - NOVEMBER 25

Most of the shows on November 16, 17, 18 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, November 23. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally only first runs of a film series are listed.

FRIDAY NOVEMBER 16

WALTER WINCHELL SHOW	NBC 8:30pm	Add(to cast): Andy Williams(S), Art Carney, Lee Ann Meriwether

SUNDAY NOVEMBER 18

LAMP UNTO MY FEET	CBS 10am	The Visit - (O) Rose Leiman Schiller; with Ann Gerard, Silvio Minciotti, Esther Minciotti, Arthur Seelen; (SD)
LOOK UP & LIVE	CBS 10:30am	Measure for Measure - (O) William Shakespeare; (A) Roy W. Battenhouse; with Robert Goodier, Michael Kane, Janine Claire; Narr: Albert Dekker
CAMERA THREE	CBS 11:30am	Joseph Conrad, Part I; with Stefan Schnabel, John Marley, Earle Hyman, Jacob Ben-Ami, Clairemont Derwent; (SW) John McGiffert; (SD)
FRONTIERS OF FAITH	NBC 1:30pm	The Forest of the Night - (O) Charles Garment; with Joe Sweeney, Karl Swenson, Louise Larabee, Ronnie Walker, Bobby Alford; (SD)
STEVE ALLEN SHOW	NBC 8pm	Add: Betty Walker(C), George Hamilton IV(S), Jo Ann Hagen & Phyllis Kugler(boxers)
OMNIBUS	ABC 9pm	Siobhan McKenna, Farrell Pelly, Cavada Humphrey, James Neylin, Tom Clancy, Frances Fuller in scenes from: The Plough and the Stars & Juno and the Paycock both (O) Sean O'Casey; The White-headed Boy & Is Life Worth Living? both (O) Lennox Robinson; The Countess Cathleen - (O) William Butler Yeats; Shadow and Substance - (O) Paul Vincent Carroll; Deidre of the Sorrows - (O) John Synge

MONDAY NOVEMBER 19

The Adventures of Robin Hood	CBS 7:30pm	Isabella; with regulars & Zena Walker, Helen Cherry
Danny Thomas Show	ABC 8pm	The Diary; with regulars & Ben Lessy, Mary Wickes; (SW&SD)
Sir Lancelot	NBC 8pm	The Magic Sword; with regulars & Dan Cunningham
Stage 7	WPIX 8pm	Voice of Murder; with Phyllis Kirk, Craig Stevens, Douglas Dick, Tony George. (Also seen Thurs., WABD, 8pm).
VOICE OF FIRESTONE	ABC 8:30pm	Barbara Gibson (S)
TALENT SCOUTS	CBS 8:30pm	Gloria Grey(S), Georgie Cook(M), Bill Warren(S)
STANLEY	NBC 8:30pm	with regulars & Reedy Talton, Lucille Patton
I Love Lucy	CBS 9pm	with regulars only.
December Bride (Spring Byington)	CBS 9:30pm	Lily and the Prowler; with regulars only; (SW) Lou Derman, William Cowley, Parke Levy; (SD) Jerry Thorpe
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Dick D'Agostine(S), Dick Nash(M)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	The Misfortunes of Mr. Minihan - (O) Martha Wilkerson; with William Bendix, Frank Daly, Walter Matthews, Leo Penn, William Darrid, Dortha Duckworth, Norman Rose, John McLiam, Peggy Maurer, Joyce Van Patten, Ernest Parmentier, Tom Holland, Dennis Kohler, Robert Montgomery (narrator).

MONDAY NOVEMBER 19(Cont'd)

Douglas Fairbanks	WRCA 10:30pm	Rendezvous at Dawn; with Robert Beatty, Major Stein, Gene Anderson, Hans Schumm, Willy Friedrichs, Heliane Bei

TUESDAY NOVEMBER 20

Cheyenne	ABC 7:30pm	Mustang Trail - (O) Fred Freiberger; with Diane Brewster, Ross Elliot, Robert Wilke, Lane Bradford
JONATHAN WINTERS	NBC 7:30pm	Gisele MacKenzie
Phil Silvers Show	CBS 8pm	with regulars only
Life & Legend of Wyatt Earp(Hugh O'Brian)	ABC 8:30pm	Bat Masterson Wins His Star; with regulars & Kasey Rogers, George J. Lewis
The Brothers	CBS 8:30pm	with regulars & Howard McNear, Nancy Hadley
Noah's Ark	NBC 8:30pm	The Foundling; with regulars & Willis Bouchey, Howard Culver, Lillian Powell
Broken Arrow	ABC 9pm	Hermano - (O) Elliott Arnold; (A) John Dunkel; with regulars & Nick Venetoulis, Ray Teal, Kem Dibbs, Steve Conte, Richard Devon, John Pickard, Harry Strang; (SD) Hollingsworth Morse
HERB SHRINER SHOW	CBS 9pm	Les Paul & Mary Ford (S-M), Vincent Price
Jane Wyman Show	NBC 9pm	The Marked Bullet; with Miss Wyman, Joseph Wiseman, Ed Kemmer
DuPont Theatre	ABC 9:30pm	Woman's Work - (O) John Weaver; with Walter Brennan, Mary Murphy, James Best, Jane Darwell, Tom Fadden; Dir - William Seiter
KAISER ALUMINUM HOUR	NBC 9:30pm	The Rag Jungle - (O) Steven Gethers; with Paul Newman, Silvio Minciotti, Frank Campanella, Nehemiah Persoff, Edmon Ryan, Don Gordon, Frank Marth, Ben Hammer, Laurence Haddon, Woodrow Parfrey, Fred Scollay; (SD)- Franklin Schaffner

WEDNESDAY NOVEMBER 21

BAMBERGER'S THANKSGIVING EVE PARADE	ABC 7pm	with Nanette Fabray. William Bendix, Emmett Kelly, Sal Maglie, Walter Winchell.
Death Valley Days (Stanley Andrews)	WRCA 7pm	Death and Taxes; with Wayne Mallory, Vernon Rich, Jean Lewis, Wes Hudman, Charita Roeder, Ralph Sanford, John Cason, George Sherwood, Bob Petersen, Jack O'Shea
Adventures of Hiram Holliday	NBC 8pm	Hawaiian Hamzah (listed in last Showsheet for Nov 14.) 11/14 - The Monaco Hermit Crab; with regulars & Eva Ralph
Navy Log	ABC 8:30pm	Man Alone - (O) Leonard Lee; with Don Hayden, John Compton, William Benedict; Dir - Oscar Rudolph
Father Knows Best	NBC 8:30pm	The Great Guy - (O) Roswell Rogers; with regulars & Whit Bissell, Paul Wallace, Joel Ashley
Millionaire	CBS 9pm	The Story of Jay Powers; with Robert Vaughan, Raymond Bailey, Merry Anders, James Hong, Harry Antrim, George Lynn, Edna Holland, Robert Bice.
KRAFT TV THEATRE	NBC 9pm	The Day of the Hunter - (O) John & Ward Hawkins; (A) Nicholas E. Baehr; with Joe Mantell, Clay Hall, Lois Nettleton, Val Avery, Don Hanmer
Ford Theatre	ABC 9:30pm	The Menace of Hasty Heights - (O) Frederic Brady; with Steve Cochran, Jean Hagen, Kent Taylor, Charles Herbert, Damian O'Flynn, Ruby Goodwin; Dir - Norman Tokar
US STEEL HOUR	CBS 10pm	Tom Sawyer - (O) Mark Twain; (A) Frank Luther; with John Sharpe, Jimmy Boyd, Bennye Gatteys, Rose Bampton, Clarence Cooper, Timmy Everett, Kevin Coughlin, Matt Mattox, Helen Servis; (SD) John Haggott

THURSDAY NOVEMBER 22

MACY'S THANKSGIVING DAY PARADE	NBC 11am	Ernie Kovacs (narr), Roy Rogers, Dale Evans, Paul Winchell & Jerry Mahoney, Spike Jones & his band, Buster Crabbe

THURSDAY NOVEMBER 22(Cont'd)

THANKSGIVING FESTIVAL	CBS 5pm	Longines-Wittnauer Thanksgiving Festival; with Joe E. Brown, Duke Ellington, Will Rogers, Jr.;Dir's- T.Estabrook, A.R.Cartoun
Sgt. Preston of the Yukon(Richard Simmons)	CBS 7:30pm	with regulars & Walter Reed, Walt Daniels, Douglas Henderson, Paul Ringle
CIRCUS TIME	ABC 8pm	Roger Ray (C), The Rhythm Jesters(S-M), Marilex Duo(jugglers), The Saven Ashtons(acro), The Great DeLag(magic), Sikorska & partner(perch act)
Bob Cummings Show	CBS 8pm	Schultzy Says No; with regulars & Dick Wesson, Kathleen Freeman, Lisa Gare
CLIMAX!	CBS 8:30pm	The Chinese Game - (O) Charles Larson; with MacDonald Carey, Rita Moreno, Constance Ford, Harry Townes, Anna May Wong; (SD)
Wire Service	ABC 9pm	Deported - (O) Joel Kane; (A) Malvin Wald & Jack Jacobs; with George Trent, Tony Caruso, Peter Mamakos, Jaclynne Greene, Ric Roman, John Sorrentino, Peter Coe, Ernest Sarracino, Claire Du-Brey, Renata Vanni; Dir - Tom Gries
People's Choice	NBC 9pm	Blackmailer; with regulars & Peggy Knudsen; (SW&SD)
PLAYHOUSE 90		Eloise - (O) Kay Thompson; (A) Leonard Spigelgass; with Evelyn Rudie, Kay Thompson, Ethel Barrymore, Louis Jourdan, Mildred Natwick, Monty Woolley, Conrad Hilton, Hans Conried, Maxie Rosenbloom, Charlie Ruggles, Jack Mullaney, Inger Stevens, William Roerick, Sammy Colt,Jr; Dir - John Frankenheimer
FORD SHOW	NBC 9:30pm	Adolph Menjou
OZARK JUBILEE (Red Foley)	ABC 10pm	Tadpoles(D), Whirly-Jiggers(D)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	The Gay Sisters - (O) Stephen Longstreet (screenplay by Lenore Coffee); (A) Sanford Barnett; with Alexis Smith, Helen Westcott, Karen Steele, Tim Hovey

FRIDAY NOVEMBER 23

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	Wagon Train; with regulars & Richard Avonde, Nan Leslie, Hal Hopper, Tony McCoy; (SD) Lew Landers
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	The Select Females - (O) Maurice Tombragel; with Roger Etienne, Eleanor Audley, Joyce Vanderveen; Dir - Lewis R. Foster
Life of Riley	NBC 8pm	Riley Hires a Nurse - (O) Albert E. Lewin & Burt Styler; with regulars & Amzie Strickland, Rita Shaw, Jeanne Vaughn, Vivi Janiss; (SD)
Crossroads	ABC 8:30pm	Thanksgiving Prayer - (O) Frank L. Moss; with Jeff Morrow, Douglass Dumbrille, Ron Hagerthy, Carol Nugent, Ann Doran, Dorothy Green, Robert Williams, Nolan Leary; Dir - Ralph Murphy
Dick Powell's Zane Grey Theatre	CBS 8:30pm	A Quiet Sunday in San Ardo - (O) James Edmiston & Aaron Spelling; with Wendell Corey, Peggy Castle,
WALTER WINCHELL	NBC 8:30pm	Edith Adams(S), Peter Palmer(S), Stubby Kaye(S), Gretchen Wyler(S), Rowan & Martin(C)
Crusader (Brian Keith)	CBS 9pm	Nine Priceless Objects; with Gale Kobe, Elisha Cook, Dayton Lummis
On Trial (Joseph Cotten)	NBC 9pm	The Trial of Mary Surratt - (O) Larry Marcus; with Joseph Cotten, Ray Collins, Frank Milan, Virginia Gregg, Harry Tyler, Raymond Bailey, Barry Atwater, Jack Mulhall, Vinton Hayworth
The Vise (Donald Gray)	ABC 9:30pm	A Dram of Death; with regulars & Colin Tapley, Colin Croft, Patricia Driscoll, Forothy Gordon, Douglas Hayer, Tom Gallagher, Leslie Kyle, Jessica Dunning, Iris Vandeleur, Tony Quinn, Laura Gordon
Schlitz Playhouse	CBS 9:30pm	The Letter - (O) Stewart Toland; (A) Muriel Roy Bolton; with Vera Miles, John Ericson, Sarah Selby, James Goodwin, Robert Patten, Robert Karnes, John Goddard, Diane De Laire, Judy Socher, Paul Smith,Charles Martin, Ben Neimes, Norman Sturgis, James Ogg Dir - William Self

FRIDAY NOVEMBER 23(Cont'd)

BIG STORY	NBC 9:30pm	Thurman Johns, Reporter: Phoenix(Ariz) Gazette - (A) Leon Tokatyan; with Joe Helgeson, Ross Martin, Anna Minot, George L. Smith, William Quinn, John Marriott
The Lineup	CBS 10pm	The Madcap McGee Case; with Richard Travis, William Schallert, Noreen Nash, William O'Neil, Havis Davenport, Jack Petruzzi

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 16 - FRIDAY NOVEMBER 23

GOOD MORNING WITH WILL ROGERS, JR	CBS 7am	11/19 - Eddie Heywood(M), Senator Ford(C); 11/20 - Stan Freeman (M); 11/21 - Fran Warren(S), Orson Bean(C); 11/22 - Jimmie Komack(C); 11/23 - Barbara Carroll Trio(M)
GARRY MOORE SHOW	CBS 10am	11/21 - Martha Davis & Spouse(C-S); 11/23 - Varel & Bailly & Les Chanteurs de Paris(S); Milt Kamens(C)
DING DONG SCHOOL	NBC 10am	11/19 - Rod Alexander & Bambi Linn(D); 11/20 - Charles Raps(M); 11/22 - Wally Wagner(S)
NBC BANDSTAND	NBC 10:30am	(Mon,Wed,Fri) - Tex Beneke & his orch; (Tue&Thu) - Eddy Howard & his orch & Julius La Rosa(S)
HOME	NBC 11am	11/19 - Marais & Miranda(S); 11/23 - Andor Foldes(M)
NBC MATINEE THEATRE	NBC 3pm	11/19 - Madame de Treymes - (O) Edith Wharton; (A) William Templeton; 11/20 - The People vs. John Tarr - (O) Eunice L. Corfman; 11/21 - The Location of Roycemore College - (O) Malcolm Shaw & Dick Blue; 11/22 - preempted; 11/23 - Dracula - (O) Bram Stoker; (A) Robert Esson
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Fourth Word - (O) William Kendall Clarke; with Kathleen Maguire, Larry Weber, Walter Brooke, John McGovern
TONIGHT	NBC 11:30pm	(Mon&Tue - Kovacs) - 11/19 - Geoffrey Holder(D); (Wed-Fri - Allen) - 11/21 - Signe Hasso; Cy Coleman Trio(M); Harvest Moon Singer's Contest winners; 11/23 - Jazz All-Stars(M), with Dizzy Gillespie, J.J. Johnson, Horace Silver, Tal Tarlow, Tony Scott)

SATURDAY NOVEMBER 24

The Buccaneers (Robert Shaw)	CBS 7:30pm	The Surgeon of Sangre Rojo; with Dino Galvani, Edwin Richfield, Peter Hammond, Alec Mango, Wilfred Downing, Denis Lacey, Brian Wallinson, Roy Purcell; Dir - Pennington Richards
PERRY COMO SHOW	NBC 8pm	Martha Davis & Spouse(S-C), Roy Rogers, Dale Evans
Oh! Susanna (Gale Storm)	CBS 9pm	Susanna Strikes Back - (O) Larry Rhine & Bill Freedman; with regulars only
SATURDAY SPECTACULAR	NBC 9pm	High Button Shoes - (O) Stephen Longstreet; TV Book by Arnie Rosen & Coleman Jacoby; with Hal March, Nanette Fabray, Don Ameche, Joey Faye, Janet Ward, Jack Collins, Isabelle Hoops, Faye Sappington, Ethel Watts, Gretchen Rhoads, Mari Hammill, Nancy Price, Ruth Reynolds, Eleanor Williams; Music & Lyrics by Jule Styne & Sammy Cahn; Prod-Dir - Joe Cates
Hey, Jeannie! (Jeannie Carson)	CBS 9:30pm	The Rock 'N' Roll Kid; with regulars & Jerry Paris, Peg Maley (SD)
Gunsmoke (James Arness)	CBS 10pm	with regulars & Touch Connors

SUNDAY NOVEMBER 25

Wild Bill Hickok	CBS 12:30pm	Marriage Feud at Ponca City; with regulars & Ann Carol, Robert Jordan, Nelson Leigh, Forrest Taylor, Louise Lorimer, Ed Cassady, Paul McGuire
Capt. Gallant of the Foreign Legion	NBC 5:30pm	Cuffy's Good Deed; with regulars & Celia Matania, Pepi Lenzi, Charles Fawcett

Telephone Time	CBS 6pm	Felix the Fourth - re-run of 6/17/56
77th Bengal Lancers	NBC 7pm	The Stepping Stone; with regulars & John Sutton, Edgar Barrier, Frances Robinson, Baynes Barron, Patrick Whyte; (SW) Douglas Heyes & Patrick Whyte; (SD) George Archainbaud
Circus Boy	NBC 7:30pm	White Eagle; with regulars & Mickey Braddock
ED SULLIVAN SHOW	CBS 8pm	Maria Meneghini Callas(S), George London(S), Clark Gable(film), Teresa Brewer(S), Dick Shawn(C), Princeton Triangle Club(scenes from new production)
STEVE ALLEN SHOW	NBC 8pm	Gene Autry, Betty Kean, Lew Parker, Jim Lowe(S), Augie & Margo(D)
General Electric Theatre(Ronald Reagan)	CBS 9pm	The Road That Led Afar - (O) Lula Vollmer; (A) Hagar Wilde; With Piper Laurie, Dan Duryea, Beverly Washburn, Cheryl Calloway, Edgar Buchanan, Gary Hunley, Don Wittenberg, Norman Leavitt
HALLMARK HALL OF FAME	NBC 9pm	Man and Superman - (O) George Bernard Shaw; (A) Joseph Schrank; with Maurice Evans, Joan Greenwood, Malcolm Keen, Chester Stratton, Edith King, Sylvia Short, Douglas Watson, Walter Greaza, Ian Martin, Patricia Moore; Prod-Dir - George Schaefer
Alfred Hitchcock Presents	CBS 10pm	The Crack of Doom - (C) Don Marquis; (A) Robert C. Dennis; with Robert Horton, Robert Middleton, Dayton Lummis, Gail Kobe; (SD)

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

NOVEMBER 21, 1956

VOLUME 8 NUMBER 47 A

EDITOR: Jerry Leichter

RECEIVED
NOV 21 1956
NBC GENERAL LIBRARY

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Westinghouse Electric Corp formally signed a contract last Friday to sponsor Studio One over CBS for 52 weeks in 1957 -- one of the few sponsors in TV who uses a calendar year for commitments. The new production set-up under the contract calls for three alternating producers, with a production pattern still to be set. Felix Jackson will continue as one of the producers of the live drama programs and, as previously announced, Gordon Duff has already become a producer on the show, with his first production set for Dec 24. The third producer will be Herbert Brodkin, who now becomes the only producer of one-hour live drama programs to work his specialty on all three networks: The Motorola TV Hour for ABC, Alcoa Hour-Goodyear Playhouse on NBC, and now his new assignment at CBS. A minor sidelight is the fact that Gordon Duff was the last producer of Philco-Goodyear Television and Brodkin was producer of Alcoa Hour-Goodyear Playhouse during its first year as successor to the Philco-Goodyear program.

Dean Martin and Jerry Lewis will be appearing on their own individual programs on NBC during the remainder of this season and for the next four seasons under a new contract signed by the net with York Pictures Corporation. The contract, effective Nov 15, runs thru Aug 31, 1961, and calls for two one-hour programs during the January to June period of 1957 and eight one-hour shows annually for the next four seasons. Each performer will star in an equal number of shows (they also have equal shares in York Pictures Corp.). The new agreement also ended the pending breach of contract suit against NBC by the stars and their company, entered originally because NBC apparently considered the previous contract with Martin and Lewis as a team null because of their public feud.

Despite all the rumors about the show being folded, or if not that, turning it into a semi-variety show, NBC will go with Home in a new time period, one hour earlier starting Dec 31. The rumor mill problems were considered serious enough for producer Ted Rogers to hold a special meeting last week with editors on the show to discuss new plans as proof of NBC's intent to continue with the show, at least thru next June. The new NBC morning lineup, starting Dec 31, will have Today in its familiar 7-9am NYT spot, with the net off during the next hour and Home coming on at 10am. The Price Is Right, the new Bill Cullen audience participation show, which starts on the net next Monday, 10:30-11am, will move up to the 11-11:30am spot on the change date. It will be followed on the schedule, 11:30am-12noon EST, by a new show to be announced, with the rest of the early day schedule as at present.

 (MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Ray Crossett has been named to the new position of executive editor for the CBS TV network program dept in New York, effective Dec 1. He has been scenario and story executive for Universal-International Pictures in Hollywood. In another move, CBS has appointed Ed Roberts, formerly with BBDO, as eastern story editor. Cathy Blankenship continues as associate story editor.....Jerome Shaw and Robert Mulligan will produce and direct, respectively, Victor Borge's Comedy in Music, Borge's second special full hour one-man show on CBS, scheduled for Tuesday, Dec 11, 9-10pm EST. Shaw also produced the pianist-comedian's first special CBS program this past June. .....The only evident change in the Mama series returning to CBS on Sunday, Dec 16, 5-5:30pm EST, besides the shift from live to film, is Toni Campbell as Dagmar, replacing Robin Morgan, who grew up during the term of the live programs. Carol Irwin is still producer (now at CBS), Doris Quinlan is associate producer, Don Richardson is director and the story and teleplay for the premiere show is by Frank Gabrielson.

Schlitz Playhouse seems to be the new short title for the former Schlitz Playhouse of Stars, beginning Nov 30. That's the date the CBS film series begins its new group of films produced by Revue Productions, with upped story values and bigger stars than used during past years. Schlitz Playhouse, since its debut in 1951, is the only filmed program to present 52 new programs a year, with no repeats (except for two which capitalized on the appearance of the late James Dean in one story).... ...NBC's 30th Anniversary four-day convention at the new Americana Hotel, Miami Beach, Fla., Dec 12 thru Dec 15, will be marked by three NBC shows which will originate from the hotel during the convention. They are: Dave Garroway's Today show on Thursday and Friday mornings, Dec 13 and 14; Steve Allen's Tonight show (from the hotel lobby and pool) Friday evening, Dec 14, and The Perry Como Show, Saturday evening, Dec 15.....Arthur Godfrey will open the Florida season, starting next Monday for two weeks, with telecasts from the Kenilworth Hotel, its pool and beach, in Miami Beach, for all his programs. The Dec 3 Talent Scouts program will originate from the Miami Beach Ocean Front Auditorium. Those accompanying Godfrey to Florida include Janette Davis, the McGuire Sisters, Carmel Quinn, the Toppers, Len Dresslar, Tony Lovello and Tony Marvin.

Screen Gems began pre-production Monday on a newseries of 39 half-hour films, Johnny Wildlife, the firm's first all-color series for TV. The stories will feature three characters: Johnny Wildlife, his wife and a 12-year-old son, with players for the parts expected to be announced this week. Briskin-Wildlife Pictures Co will produce the series independently for Screen Gems, with Jack DeWitt as producer and writer.....The new Marge and Gower Champion show, slated to replace Private Secretary in the spot alternating with The Jack Benny Show next spring, will be produced by Benny's J&M Productions, with Jack Benny as exec producer. The show will have a story with music format and will have both live and filmed programs, with the first six in the series including four live and two filmed shows. American Tobacco is the sponsor. The Champions are partners in the series.....Miles Labratories will become alternate week sponsor of Broken Arrow over ABC, Tuesdays, 9-9:30pm EST, effective Dec 11. General Electric, current full sponsor, continues as alternate week sponsor.....Pan American World Airways will become sponsor of CBS-TV's See It Now, starting with the program of Sunday, Dec 2, "The Secret Life of Danny Kaye." It will co-sponsor the program with Shulton, Inc., but will be full and exclusive sponsor of the nine See It Now programs scheduled for the 1957 season.....Procter & Gamble Co has bought Date With the Angels, a new half hour series developed by Don Fedderson, to be produced at Desilu Productions, as a film series replacement for next summer. .....Roland Reed TV Inc., has been removed from SAG's unfair list following agreement, subject to SAG board approval, by Reed to pay residuals to actors for four television series.

PEOPLE GOING PLACES: Mark Stevens Productions, Inc., has new executive offices at 9134 Sunset Blvd., Los Angeles 46, Calif. CR 4-8321.....Aaron Beckwith joined National Telefilm Associates as director of business development.....Mel Gold Productions acquired the studios and facilities of Telson Studios, 41-01 Broadway, Long Island City, N. Y., to be operated under the name of Mel Gold Studios, Inc.

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

NOV 26-DEC 2, 1956

VOLUME 8 NUMBER 48

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

RECEIVED NOV 26 1956 NBC GENERAL LIBRARY

WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(26)

NBC- 10:30-11am EST, Mon thru Fri; DEBUT - The Price Is Right - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- Goodson-Todman Productions (NY); Prod- Robert Stewart; Dir- Max Miller; NBC Prog Superv- Julian Bercovici. § Bill Cullen is m.c. for this new audience participation program. Four contestants are shown various objects , with each attempting to guess the price of the object displayed, without exceeding it. The closest correct guess wins the object. Home viewers participate in a separate section, in which a showcase of objects are shown on the program for a week. Viewers try to guess the correct value of the objects, then send their guess via post card to the program, with the closest answer winning the prizes. The program replaces NBC Bandstand (last show Nov 23) in this time spot.

NBC- 9-9:30pm EST; DEBUT - Can Do - LIVE from WRCA-TV(NY), 98 stations live. § Sponsor- Revlon, Inc (Love Pat, Clean & Clear, Frosted Nail Enamel, Baby Silicare): Love Pat, Clear & Clean thru C. J. LaRoche & Co., Inc(NY), producing agency; Acct Superv- Philip Cleland; Acct Exec- J. V. Roscoe. Frosted Nail Enamel thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- John Leonard; Acct Exec- Martin Sliesler, Baby Silicare thru Dowd, Redfield & Johnstone, Inc (NY); Acct Superv- Edmund F. Johnstone; Acct Exec- Homer Metzger. § Pkgr- Joe Cates(NBC, NY); Exec Prod- John Greenhut; Prod- Tom Naud; Assoc Prod- Elroy Schwartz; Asst to Prod- Kit Adler; Music Dir- Ted Raph. § Robert Alda is m.c. for this new audience participation-celebrity program. Contestants do not have to be experts on anything, since they win prizes for guessing correctly whether famous personalities can perform certain stunts with their known or avocational skills. Guesses are made by pushing one of two buttons which indicate the guess, "Can Do," or "No Can Do." Prize awards for correct guesses can pyramid to a total of $50,000 over a period of four weeks, with losers receiving 10 per cent of the amount for which they were trying. The program replaces Medic (last show Nov 19) in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Approx every 4th Sun, 5-6pm NYT) Dec 2, special, 4:30-6pm EST; "The Secret Life of Danny Kaye"; film record of the comedian's travels as Ambassador-at-Large for United Nations International Children's Emergency Fund (UNICEF); Co-Sponsors- Shulton, Inc., thru Wesley Associates, Inc(NY); & Pan American World Airways thru J. Walter Thompson Co.; FILM from WCBS-TV(NY).

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

REGULAR NETWORK SPECIALS(Cont'd)

NBC- March of Medicine (Irregularly presented in Spring & Fall) Nov 27; Tue, 9:30-10:30pm EST; "Monganga," film story of the work of a missionary doctor in Belgian Congo; FILM from WRCA-TV(NY). Program preempts Armstrong Circle Theatre, one time only.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Arthur Godfrey Time (Mon thru Thu, 10:30-11:30am EST); Arthur Godfrey's Talent Scouts (Mon, 8:30-9pm EST); The Arthur Godfrey Show (Wed, 8-9pm EST) All programs will originate from Miami Beach, Fla., during the two weeks starting Nov 26; then return to their New York origination starting Dec 10.

Name That Tune (Thu, 7:30-8pm EST) Kellogg Company thru Leo Burnett Co., Inc (Chi) becomes alternate week sponsor, effective Nov 29. Current sponsor Whitehall Pharmacal Co., continues as alternate week sponsor.

Schlitz Playhouse (Fri, 9:30-10pm EST) New series, produced by a new film production firm, starts Nov 30. New Pkgr & Film Prod- Revue Productions, Inc., at Republic Studios, Studio City, Calif.; Exec Prod- Allan Miller; Prods & Dirs- Various; Story Ed- William Kozlenko; Writers- Various. Title of program, effective Nov 30, is Schlitz Playhouse; it had been called Schlitz Playhouse of Stars.

NBC- The Jonathan Winters Show (Tue, 7:30-7:45pm EST) Enlarged staff of writers now composed of: Larry Markes(chief writer), Jack Crutcher, Jim Lehner, George Atkins and Jonathan Winters. (See page 92).

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WRCA-TV(Ch 4)- New York — Punchline; DEBUT Nov 12; Mon thru Fri, 11:25-11:30pm EST. Sustaining. Pkgr- WRCA-TV(NY); Prod & Dir- Mike Gargiulo. Program spotlights a different comedian each night presenting a five-minute stand-up routine, in front of a curtain, before a live studio audience. Program is in color.

WBAL-TV(Ch 11)- Baltimore — Moliere's Scapan; SPECIAL Dec 2; Sun, 2-3pm EST. Sustaining. Pkgr- WBAL-TV with the Speech and Drama Dept, University of Maryland; Prod Superv- Arnold Wilkes(WBAL-TV); Prod- Raymond Bedwell(U of M); Dir- John Sedwick(WBAL-TV). Television version of Moliere's Scapan, featuring Lewis Bernhardt of Baltimore in the title role, with the entire cast from the University of Maryland staff. Dramas of similar stature will be presented in March and May, 1957.

WNBQ(Ch 5) - Chicago — Championship Horseshoes; DEBUT Nov 28; Wed, 10:30-11pm CST. Sponsor- RCA Victor thru Kenyon & Eckhardt, Inc(NY). Pkgr- WNBQ with Matt Niesen; Prod- Matt Niesen; Dir- Paul Robinson. Studio telecasts of two top horseshoe pitchers each week in "head to head" matches; each pitching two shoes per inning in a 25 inning game with the winner determined by total points scored in the 25 innings. The "Count Off" or "Ohio" system of scoring is used, under which three points are given for a ringer and one point for each shoe within six inches of the ring. Norm Barry is the commentator for the matches.

KTLA(Ch 5) - Los Angeles — Larry Finley Time; STATION DEBUT Nov 18; Sun, 9:30-10pm PST. Sponsor- Hotpoint Co (Hi-Vi TV) thru Needham, Louis & Brorby, Inc. Production information not available. Larry Finley is host of this new version of his variety shows, seen over various stations in LA at various times. The program features Jerry Gray and his orch., special guest stars, a "rising star" each week, and a viewer participation (thru phone calls) quiz game, with a Hotpoint TV set as the weekly prize.

TALENT SHOWSHEET NOVEMBER 23 - DECEMBER 2

Most of the shows on November 23, 24, 25, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, November 30. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Only first runs of a film series are listed. Running character series (not anthologies), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY NOVEMBER 23

WALTER WINCHELL	NBC 8:30pm	Add: Jaye P. Morgan(S), Eddy Arnold(S)

SATURDAY NOVEMBER 24

PERRY COMO SHOW	NBC 8pm	Add: Gene Sheldon(panto)

SUNDAY NOVEMBER 25

LAMP UNTO MY FEET	CBS 10am	Child of Glass - (O) Jerry De Bono; with Ernesto Gonzalez, Miriam Colon, Mary James, Margot Stevenson; (SD)
LOOK UP & LIVE	CBS 10:30am	Rites (dance drama by Pearl Lang); with Lang, Bertram Ross, Dale Sehnert, Bruce Marks, Harvey Bernard, Sheldon Ossosky, Carol Dellaglio, Arlyne Rudman, Jan Golden, Matt Turney, Ruth Mesavage, Eddie Verso, Jane Bradford; Narr:. Frederick Rolf; (SD)
CAMERA THREE	CBS 11:30am	Joseph Conrad, Part II; with Stefan Schnabel, Peter Brandon, Nicholas Joy, Stephen Joyce, Ellis Rabb, Jonathan Harris, Frederic Tozere; (SW&SD)
FRONTIERS OF FAITH	NBC 1:30pm	Cry a Warning - (O) Morton Wishengrad; with Dorrit Kelton, Nancy Wickwire, Michael Strong, Joel Crothers, Mark L. Hykin; (SD)
ED SULLIVAN SHOW	CBS 8pm	Kill: Princeton Triangle Club
OMNIBUS	ABC 9pm	Ruth Draper, John Sebastian (M); The Blue Hotel - (O) Stephen Crane; (A) James Agee; with Arthur O'Connell, Pat McAlinney, Rip Torn, Charles Aidman, William Trailer, Jim Boles, Dan Morgan; Dir - Fred Carney

MONDAY NOVEMBER 26

Danny Thomas Show	ABC 8pm	Talented Kid; with regulars & Barry Gordon, Tony Thomas
Burns & Allen	CBS 8pm	with regulars & Mary Lawrence, Claude Shoud, Connie Dugovic
Adventures of Sir Lancelot	NBC 8pm	The Roman Wall; with regulars & Gerald Cross
VOICE OF FIRESTONE	ABC 8:30pm	Eugene Conley, Nadine Conner
TALENT SCOUTS	CBS 8:30pm	originates in Miami Beach
I Love Lucy	CBS 9pm	with regulars & Claude Akins, Joi Lansing, Jil Jarmyn
December Bride	CBS 9:30pm	The Jockey; with regulars & Arnold Stang, Nestor Paiva, Cheerio Meredith
LAWRENCE WELK'S TOP TUNES & NEW TALENT	ABC 9:30pm	Simon & Sullivan (M), Wendy Brennan (M), The Four Keynotes (S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Plainfield Teachers - (O) James Beach; with Jerry Lester, Mary K. Wells, John Gibson, Cliff Norton, Nat Polen, Mitchell Agruss, Charles Mendick, John Marley

TALENT SHOWSHEET(more)

MONDAY NOVEMBER 26(Cont'd)

STUDIO ONE	CBS 10pm	The Landlady's Daughter - (O) John Prescott; (A) Paul Crabtree; with Richard Kiley, Lee Remick, Malcolm Brodrick, George Mathews, Fred Gwynne, Harry Shaw Lowe, Peg Hillias, Crahan Denton, Michael Enserro, George Ebeling, John Kellogg, Frank Sutton, Eugene Ruyman
Douglas Fairbanks	WRCA 10:30pm	Scheherezade; with Maya Koumani, Hugh Williams, Stanley Van Beers, Lysbeth Rollins, Elwyn Brook-Jones

TUESDAY NOVEMBER 27

Conflict	ABC 7:30pm	Man from 1997 - (O) Alfred Bester; (A) James Gunn; with Jacques Sernas, Charles Ruggles, Gloria Talbott, James Garner, Stacy Harris; Dir - Roy Del Ruth
Phil Silvers	CBS 8pm	Where There's a Will; with regulars & Bruce Kirby
Life & Legend of Wyatt Earp(Hugh O'Brian)	ABC 8:30pm	Lonesomest Man in the World; with regulars & Alan Dinehart II, Charles Martin, Helen Gilbert, Selmer Jackson
Noah's Ark	NBC 8:30pm	Cure-All; with regulars & Tom Brown, Richard Devon, Wendy Winkelman, Lillian Powell
Broken Arrow	ABC 9pm	Caged - (O) Elliott Arnold; (A) Warren Wilson; with Eugene Iglesias, Addison Richards, Robert Armstrong, Joyce Vanderveen, Larry Blake, Billy Curtis, Tudor Owen, Frank Sully, Paul Smith, Sandra Gallagher; Dir - John English
HERB SHRINER SHOW	CBS 9pm	Helen Traubel(S)
Jane Wyman Show	NBC 9pm	A Time to Live; with Carlos Thompson, Lisa Montell
RED SKELTON SHOW	CBS 9:30pm	The Atomic Sailor; with Boris Karloff
DuPont Theatre	ABC 9:30pm	Return of a Bombardier - (O)Jo Pagano; with Skip Homeier, Sue Carlton, Bob Kino, James Dobson, Don Kennedy, Jon Shepodd, Wally Richard, Joe Perry
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	Preempted by March of Medicine
IT'S POLKA TIME	ABC 10pm	Klompen Wooden Shoe Dancers

WEDNESDAY NOVEMBER 28

Death Valley Days (Stanley Andrews)	WRCA 7pm	Million Dollar Wedding; with James Best, Steve Mitchell, Russ Todd, Virginia Lee, Mike Vallon, Marjory Bennett, Bill Schallert
ARTHUR GODFREY SHOW	CBS 8pm	originates in Miami Beach
Adventures of Hiram Holliday(Wally Cox)	NBC 8pm	Swiss Titmouse; with regulars & Violet Rensing, Rene Korper
Navy Log	ABC 8:30pm	The Pilot - (O) Leonard Lee; with Alberto Morin, Argentina Brunetti, Robert Brubaker, Gerry Taylor, Roy Dean
Father Knows Best (Robert Young)	NBC 8:30pm	The Family Goes to New York;with regulars & Ann Baker, Ronald Green, Mary Adams; (SW) Dorothy Cooper; (SD)
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Harvey Borden; with Patrick O'Neal, Peggy Knudsen, Chris Olsen, Herbert Butterfield, Ray Galli, Ann Morrison, Russ Bender, Tommy Taylor
KRAFT TV THEATRE	NBC 9pm	Time Lock - (O) Arthur Hailey; with Chester Morris, Peter Lazer, Tom Middleton, Nancy Rennick, Victor Thorley, Grace Carney, Sidney Pollock, Jack Bittner, Warren Parker, Henry Barnard; (SD)
Lilli Palmer Theatre	WABD 9pm	Mister Betts Runs Away; with Eric Portman, Mona Washbourne

WEDNESDAY NOVEMBER 28(Cont'd)

Ford Theatre	ABC 9:30pm	Stand By to Dive - (O) David Lang; with Farley Granger, Onslow Stevens, William Leslie, Roger Smith, Paul Harber, William Bryant, Douglas Bank, Ron Kennedy; Dir - Lewis Seiler
20th Century-Fox Hour	CBS 10pm	The Last Patriarch - (O) Jerome Weidman; (Screenplay by Philip Yordan); (A) Maurice Zimm; with Walter Slezak, John Cassavetes, Virginia Leith, Vince Edwards, Alexander Scourby, Marilyn Saris, Angela Greene, Ruth Storey, Walter Coy, John Bleifer, Howard Hoffman, Lisa Golm, Lyle Latell, Leonard Bremen; Dir- Lewis Allen

THURSDAY NOVEMBER 29

Sgt. Preston (Richard Simmons)	CBS 7:30pm	with William Haade, Carol Henry, Richard Wilson, Don Kent
CIRCUS TIME	ABC 8pm	Jaye Sisters(S), Ving Merlin(M), The Great Barton(balancing), St. Leon Troupe(acro), Chiquita & Johnson(D)
Bob Cummings Show	CBS 8pm	Air Force Vs. Ruthie; with regulars & King Donovan, Mary Lawrence, Ann McCrea
Stage 7	WABD 8pm	Family Affair; with Charles Coburn, Howard Petire, Dabbs Greer, Paul Birch, Jean Howell. (Also seen WPIX, 8pm, Mon, Nov. 26)
CLIMAX!	CBS 8:30pm	The Secret Thread - (O) Ethel Vance; (A) David Dortort; with Richard Carlson, Anna Maria Alberghetti, John Barrymore,Jr., Elisha Cook; Dir - Jack Smight
Wire Service (Mercedes McCambridge)	ABC 9pm	Until I Die - (O) Gabrielle Upton; with Olive Sturgess, Edward Platt, Ralph Votrian, Lillian Bronson, Parley Baer, Eilene Janssen, Ruth Warren, George Chandler, Roy Glenn, Dan Riss; (SD)
People's Choice	NBC 9pm	with regulars & Arthur Walsh, Benny Rubin; (SW&SD)
Playhouse 90	CBS 9:30pm	Confession - (O) Devery Freeman; with Dennis O'Keefe, June Lockhart, Paul Stewart, Romney Brent, Ivan Triesault, Charles Watts, John Crawford, Henry Daniell, Chet Stratton, Jason Johnson; Dir - Anton M. Leader
FORD SHOW	NBC 9:30pm	Corinne Calvert
LUX VIDEO (Gordon MacRae)	NBC 10pm	Old Acquaintance - (O) John Van Druten; (Screenplay by Van Druten & Lenore Coffee); (A) Robert Wallsten; with Ruth Hussey, Lynn Bari, Joan Evans

FRIDAY NOVEMBER 30

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	Fort Adventure; with regulars & Juney Ellis, Robert Lowery, Robert Bice, Don C. Harvey, Nan Leslie, William Haade; (SD) Lew Landers
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	Jim Bowie and His Slave; with regulars & Denver Pyle, Peter Mamakos
West Point	CBS 8pm	His Highness and the Halfback; with Capt. Felix A. Blanchard, Glen Kramer, Steve Warren, R.G. Armstrong, Dan White, Darlene Albert, Chuck Connors, Helen Mowery, George Gaynes, Donald McKee, Roger Hamilton
Life of Riley	NBC 8pm	Blessed Event; with regulars & Gloria Blondell, Martin Milner, Audrey Peters, Jack Edwards, Harry Davis; (SW&SD)
Crossroads	ABC 8:30pm	God's Healing - (O) Thomas J. Fleming; with Vincent Price, Frieda Inescort, Marcia Henderson, Adam Kennedy, Frank Wilcox; Dir - Jerry Juran
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Vengeance Canyon - (O) Lawrence Louis Goldman; with Walter Brennan, Ben Cooper; Dir - Robert Florey
WALTER WINCHELL	NBC 8:30pm	Jimmy Durante(C), Joey Bishop(C), Jill Corey(S)
Crusader	CBS 9pm	Counterfeiters; with Charles Wagenheim, Barry Atwater, Cynthia Baxter, Steve Mitchell, Michael Granger, Rita Rynn, Kem Dibbs; Narr: Ed Reimers

FRIDAY NOVEMBER 30(Cont'd)

CHEVY SHOW	NBC 9pm	Dinah Shore(S), Guy Mitchell(S), George Gobel(C), Skylarks(S)
The Vise (Donald Gray)	ABC 9:30pm	Cry Wolf; with regulars & Jack Watling, Jennifer Jayne
Schlitz Playhouse	CBS 9:30pm	Once Upon a Crime - (O) Robert Eggenweiler & Arthur Pritchard; with Peter Lawford, Ray Ferrell, Rudy Lee, Wendy Winkleman, Herb Vigran, Anthony Jochim, Henry Corden, Joe Mell, George Sawaya, Bill Kenkis, Earle Hodgins; Dir - Don Weis; NEW SERIES
Lineup	CBS 10pm	The Paper Millionaire Case - (O) Fred Eggers; with Jay Jostyn, Reginald Sheffield, Peter Votrian, Billy Norman Nelson, Clark Howat, Austin Green, Gene Moorehead, Norma Varden, Jack Murphy, Don Pitts; (SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 23 - FRIDAY NOVEMBER 30

GOOD MORNING, WILL ROGERS, JR.	CBS 7am	11/26 - Rosetta Tharp(S); 11/27 - Don Rondo(S), Shirley Yamaguchi (S); 11/28 - Katy King(S), Sal Mineo; 11/29 - Errol Garner Trio (M); 11/30 - Helen Grayco(S), Signe Hasso
GARRY MOORE SHOW	CBS 10am	11/27 - June Carter(C); 11/28 - Johnny Miller(S-M); 11/29 - Pick and Pat(C); 11/30 - Earl Hall(C), Martha Davis & Spouse(C-S)
NBC MATINEE THEATRE	NBC 3pm	11/26 - Cease from Anger - (O) Eugene Francis; 11/27 - The Empty Nest - (O) Joseph Lawrence; (A) Dale Pitt; 11/28 - Share Your Pity - (O) C. Stafford Dickens; (A) William Templeton; 11/29 - House of Seven Gables - re-run of 4/6/56(B&W only); 11/30 - The Last Leaf - (O) Ross Claiborne & Frances Banks
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Suspicion - (O) Harry W. Junkin; with Augusta Dabney, Richard Kendrick, Margia Dean, James Millhollin, Jim Boles
TONIGHT	NBC 11:30pm	(Mon&Tue - Kovacs): 11/26 - Robert Maxwell(M); 11/27 - Gimbel Brothers Department Store Choir(S), Barbara Carroll Jazz Trio(M); 11/29 - Erin O'Brien(S), Don Tannon(C); 11/30 - Wendell Corey, Conn & Mann(D), Erin O'Brien(S)

SATURDAY DECEMBER 1

PERRY COMO SHOW	NBC 8pm	Nat "King" Cole(S), Isaac Stern(M), Carol Channing(S), Robert Lamouret(C)
Oh! Susanna	CBS 9pm	Hold that Tiger - (O) G. Carleton Brown & Frank Gill, Jr.; with regulars & the Page Cavanaugh Trio, Robert Clarke, Raymond Bailey
Hey, Jeannie	CBS 9:30pm	The Lost Jacket; with regulars & Dick Long
Gunsmoke	CBS 10pm	with regulars & Ray Bennett, Amzie Strickland, Frank Dekova

SUNDAY DECEMBER 2

Wild Bill Hickok	CBS 12:30pm	Outlaw's Portrait; with regulars & Bernadette Withers, Tristram Coffin, Robert Hutton, Sandy Sanders, Michael Dale
FRONTIERS OF FAITH	NBC 1:30pm	Old Man Stone - (O) Norman Rosten; with David Opatoshu, Joseph Boland, Florence Stanley, Guy Spaull, Gregory Morton, Louis Sorin
77th Bengal Lancers	NBC 7pm	The Golden Ring; with regulars & Patricia Medina, Ted de Corsia, Mildred von Hollen, Walter Kingsford, Terence de Marney; (SW&SD)
Jack Benny Show	CBS 7pm	information unavailable at press time.
Circus Boy	NBC 7:30pm	The Little Gypsy; with regulars & Robert Lowrey, Mary Ellen Kaye
ED SULLIVAN	CBS 8pm	Rosemary Clooney(S), Sophie Tucker(S), Princeton Triangle Club, Myron Cohen(C) Koester & Stahl(D), Kirk Douglas, Rock Hudson, Victoria Shaw, Frank Sinatra(S), Doris Day(S), Louella Parsons, Tony Curtis, Debbie Reynolds, Natalie Wood, Tony Perkins

SUNDAY DECEMBER 2(Cont'd)

STEVE ALLEN SHOW	NBC 8pm	Ethel Waters(S), Charlton Heston, Bobby Van(D), Gypsy Rose Lee, Vince Martin(S)
GE THEATRE	CBS 9pm	Orphans - (O) Frank O'Connor; (A) Merle Miller; with Ronald Reagan, Kim Hunter, Rhys Williams
ALCOA HOUR	NBC 9pm	Merry Christmas, Mr. Baxter - (O) Edward Streeter; (A) William McCleery; with Dennis King, Cornelia Otis Skinner, Patricia Benoit, John McGiver, Margaret Hamilton, Alice Pearce, Rex O'Malley, Tom Pedy, Jimmy Rogers, Moyna Macgill, Eula Belle Moore, Margaret O'Neill, Ann Wedgeworth, Mort Marshall, Roy Johnson, Joe Silver
Alfred Hitchcock	CBS 8pm	Jonathan - (O) Fred Levon; (A) Bernard C. Schoenfeld & Stirling Silliphant; with Corey Allen, Douglas Kennedy, Georgiann Johnson; Dir - John Meredyth Lucas
Loretta Young	NBC 10pm	Rhubarb in Apt. 7-B - (O) William Bruckner; with Ricardo Montalban, Patricia Hardy, William Allyn, John Crawford, Ray Ferrell, Charles Cane

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

NOVEMBER 28, 1956

VOLUME 8 NUMBER 48 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

New Figures of 1957, the second of the NBC-TV fashion shows sponsored by Warner Brothers Co., Bridgeport foundation garment manufacturer, has apparently bowed to the wishes of viewers among other reactions and the Dec 8 colorcast will be a full-hour fashion show, with the story line idea out. Natalie Core, Home fashion editor, will comment on the styles shown and will introduce and interview many of the designers whose costumes will be on display. The original plan for this second show had Bibi Osterwald and Joanne Gilbert starring in a drama with music, incorporating the fashion show, with book by Selma Diamond and words and music by Mike Brown.....CBS-TV's Dec 9 telecast of the National Automobile Show will highlight eight new car models that the manufacturers are keeping under wraps (except for news story pix and other incidental promotion): Cadillac's El Dorado Brougham, Chrysler's Imperial Convertible, Ford's Convertible with the retractable hard steel top, Hudson's new Metropolitan, Mercury's Turnpike Cruiser, Packard's Caribbean, Pontiac's Transcontinental Safari and Pontiac's Bonneville Convertible. Actually, the new cars are updated models of experimental and regular cars the manufacturers have had on schedule for some time, but new design features are expected to provide the promotion pitch for the show and the telecast.

Gordon MacRae's first of five special musical programs for Lux Video Theatre on Dec 20 will be a musical salute of the great hit songs from famous movies of the last 25 years, with gal vocalists as MacRae's guests in spot singing roles. The schedule includes full production numbers and a dancing chorus. Rudy Schrager and Van Alexander are collaborating on the special arrangements.....Greer Garson and Franchot Tone will co-star in the Dec 16 Hallmark Hall of Fame production of Lillian Hellman's "The Little Foxes." The Sunday, 7:30-9pm EST production will also topline Sidney Blackmer, E. G. Marshall and Eileen Heckart, with other roles filled by Peter Kelley, Mildred Trares, Lauren Gilbert, Lloyd G. Richards and Georgia Burke. Robert Hartung did the adaptation....."Sonja Henie Starring in 'Holiday on Ice'", the NBC Saturday Spectacular on Dec 22, 9-10:30pm EST, will have a variety non-ice portion that will include Ernie Kovacs, his Nairobi Trio, comedian Al Kelly and the Goofers, instrumental group. The ice show will mark the TV debut of Hayes Alan Jenkins, U. S. and Olympic men's figure skating champion. Perry Cross will produce the show, with Sidney Smith handling direction....."Amahl and the Night Visitors," NBC's perennial Christmas opera, returns on Christmas Eve, Dec 24, on Robert Montgomery Presents with its regular cast, but with a new Amahl, 10-year-old Kirk Jordan. Montgomery's New Year's Eve program will be a real departure from the norm for the producer as he will present a jazz concert, following present plans, with several different groups performing.

(MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Although the new Schlitz Playhouse series starts Friday with films by Revue Productions, the Dec 14 program is apparently a filmed story that was or is a pilot for a regular series. The story will be "A Tale of Wells Fargo," and will star Dale Robertson as a detective for the Wells Fargo Express Company, with Helen Westcott as a rancher's daughter who helps the detective track down stage coach robbers. The story was written by Frank Gruber and directed by Bernard Girard. Overland Productions, Inc., produced the story, with Nat Holt as producer.....Although the Coca-Cola Company has announced that it will end Eddie Fisher's Coke Time series with the Feb 22, 1957 performance, to turn money into local and spot advertising, the company wants to hold on to Fisher for special television, radio and promotion events. Presumably, after the company gets all its new bottle sizes uniformly marketed, it might return to net TV and radio, with or without Fisher.

After completing production chores as producer-director of the first eight programs of Screen Gems' George Sanders Mystery Theatre, Fletcher Markle left the company this week to work on a new TV series for his own company, Cubano Productions, with his wife Mercedes McCambridge, and David Ahlers as partners. Tonight in Havana, adapted by Markle from a Saturday Evening Post series, would be the first project, to be filmed in Cuba, possibly in January. The story line concerns a young couple who operate a cafe in Havana.....Screen Gems has decided to invade the country and western syndicated film field with a new 39-program half-hour series called Western Ranch Party. Producing company is The Ranch Party Company, with Mitchell J. Hamilburg as president (he also heads Flying A Productions, just incorporated, which distributes its product thru CBS-TV Film Sales), and William Wagnon as exec producer. Tex Ritter as host and Jay Stewart as m.c. will head a permanent cast of country and western stars, augmented in each half-hour film by two popular guest stars.....Screen Gems, in a newly complicated arrangement, will finance and release Here Comes the Showboat, going into production on 39 half-hour films on Dec 10, with Rory Calhoun starring as Captain Charley, owner of the showboat. Alan Case will have the other male lead. Calhoun is in the series thru a contract between his Calhoun-Orsatti Enterprises and Briskin Productions which provides for other productions by Calhoun-Orsatti, with or without Calhoun, for both Screen Gems and Columbia Pictures, the parent organization. Lou Breslow and Victor Orsatti will be alternate producers of Here Comes the Showboat, which will be a semi-musical series, with guest stars in each new episode.

CBS' pilot for The Marie Wilson Story goes into production next week at General Service Studio, with George Burns supervising for his McCadden Productions. McCadden is also in pre-production with Leo McCarey on a new pilot prepared by the movie producer, with scripts by Bob Mosher and Joe Connelly.....Warner Bros. TV division is going full-fledged Western with a half-hour film series planned on the career of Billy the Kid, with Dennis Hopper as the star. This one may wind up on ABC-TV under the new arrangements between the film production company and the network whereby the Warner studio facilities will be made available to ABC contract film producers. Under the same agreement, Warners is preparing a new hour-long Western series and two half-hour series, one a mystery and one an adventure drama, for ABC under the production supervision of Robert Lewine for ABC and William T. Orr for Warners.....CBS Television has signed John Houseman, the motion picture and stage producer, as executive producer in charge of The Seven Lively Arts, the new one-hour prestige program scheduled for the fall of 1957. Robert Herridge will continue as producer of the series, reporting to Houseman.....NBC's Walter Winchell Show will originate its four December Friday shows from Los Angeles.....Eddie Blum replaced Helen Keane in the musical and variety casting spot at CBS in New York.....Worthington (Tony) Miner has resigned as exec producer of the Kaiser Aluminum Hour, but the rest of the production team remains unchanged for the present. Miner is still head of Unit Four Productions, which packages the Kaiser show.

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

DECEMBER 3-9, 1956

VOLUME 8 NUMBER 49

EDITOR: Jerry Leichter

RECEIVED
DEC 3 1956
NBC GENERAL LIBRARY

WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Thursday(6)

NBC- 10-11pm EST; SPECIAL - The Jazz Age - FILM from WRCA-TV(NY) & KRCA-TV(LA), 144 stations net, 2 delayed. § Sponsor- North American Phillips Co (Norelco Electric Shaver) thru C.J. LaRoche & Co., Inc(NY); Acct Exec- C. R. LaRoche. § Pkgr- NBC-TV Project 20(NY); Prod- Henry Salomon; Asst Prod- Donald Hyatt; Music By- Robert Russell Bennett; Script- Henry Salomon, Richard Hanser; Film Ed- Isaac Kleinerman; Narration- Fred Allen. § The story of Twenties, 1919-1929, showing America and Americans undergoing the most profound and exhilarating change in manners and morals in their entire history. The program preempts Lux Video Theatre, this week only.

Saturday(8)

NBC- 1-2pm EST; SPECIAL - New Figures of 1957 - LIVE (COLOR) from WRCA-TV(NY), 58 stations live, none kine. § Sponsor- Warner Brothers Co., Inc. (foundation garments) thru C. J. LaRoche & Co., Inc.(NY); Acct Exec- D. M. Marshman; TV Acct Rep- Tom Lewis; Comm Superv- Stuart Ludlum, Carroll O'Meara(both LA, commls on film). Pkgr- NBC-TV(NY); Co-Prods- Kay Elliot, Roger Gimbel; Dir- Barry Shear; Costumes- Guy Kent; Sets- Trew Hocker; Fashion Advisor- Eleanor Lambert. § Second in a series of four fashion shows for the sponsor (the first was on Sept 22), originally intended to be presented with a story line and music, but now presented as straight fashion shows for the last three in the series (also on March 2 and June 1). Each show displays the current styles of each season. Program is in open time.

Sunday(9)

CBS- 5-6pm EST; SPECIAL - National Automobile Show - LIVE from WCBS-TV(NY), 110 stations live, none kine. § Sponsor- Reynolds Metals Co (Aluminum producer and supplier) thru Buchanan & Co., Inc(NY), producing agency; Acct Exec- William Dasheff; and Clinton E. Frank, Inc(Chi); Acct Exec- M. Wayde Grinstead. Pkgr- CBS Public Affairs with the National Automobile Show; Prod- Paul Levitan; Assoc Prod- Jack Kuney; Dir- Vern Diamond; Writer- Martin Plissner. § Special one-hour remote telecast of the National Automobile Show, from the New York Coliseum, the first such show since 1940. Charles Collingwood will be the anchor-man as four other CBS correspondents roam the floors of the exhibition building, explaining the exhibits in news fashion, as the show presents what is technically and artistically new in production line American passenger cars.

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

TALENT SHOWSHEET NOVEMBER 30 - DECEMBER 9

Most of the shows on November 30, December 1 & 2, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, December 7. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Only first runs of a film series are listed. Running character series (not anthology), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY NOVEMBER 30

Science Fiction Theatre	WRCA 7pm	Dr. Robot; with Peter Hanson
CHEVY SHOW	NBC 9pm	Add: Joel Grey(S-D)

SATURDAY DECEMBER 1

GEORGE GOBEL SHOW	NBC 10pm	Angela Lansbury, Anita Gordon(S)

SUNDAY DECEMBER 2

LAMP UNTO MY FEET	CBS 10am	Even the Dust Proclaims - (O) Milton Wayne; with Michael Tolan, David J. Stewart, Jack Livesey; (SD)
CAMERA THREE	CBS 11:30am	Jose Limon & dance company, including: Ruth Currier, Betty Jones, Lucas Hoving; (SD)
WASHINGTON SQUARE	NBC 4pm	Washington Square Playhouse; with regulars & Charles Laughton, Stanley Holloway; (SD)
OMNIBUS	ABC 9pm	Amicable Parting - (O) George S. Kaufman & Leueen MacGrath; with Eli Wallach, Ann Jackson; The Man Without a Country - (O) Edward Everett Hale; (A) Maurice Valency; with Arthur Franz, Joe Mantell, Joan Wetmore, John McGovern, Joseph Anthony; Chatur Lal (M), Jo Jones(M), Tony Scott(M), Ruby Braff(M), Urbie Green(M), Walter Page(M), Ronnel Bright (M)

MONDAY DECEMBER 3

Adventures of Robin Hood	CBS 7:30pm	The Haunted Mill; with regulars & James Hayter
Sheriff of Cochise	WABD 7:30pm	Closed for Repairs; with regulars & John Doucette
Danny Thomas	ABC 8pm	Danny's Comeback; with regulars & Sheldon Leonard; (SW&SD)
Burns & Allen	CBS 8pm	with regulars & Donald Lewton; (SW&SD)
Adventures of Sir Lancelot	NBC 8pm	The Shepherds' War; with regulars & Douglas Argent.
VOICE OF FIRESTONE	ABC 8:30pm	Cesare Siepi
TALENT SCOUTS	CBS 8:30pm	Joan Sena(S), Donald Goldfield(M-S), The Four Bits(M-S). Show originates in Miami
STANLEY	NBC 8:30pm	with regulars & Guy English; (SD)
I Love Lucy	CBS 9pm	with regulars & George Trevino, Nacho Galindo, Barbara Logan, Betty Le Baron, Mary Emory, Manuel Paris, Amapola Del Vanda, Rodolfo Hoyos, Sr., Lillian Molieri, Abel Franco, Dora Del Rio.
December Bride	CBS 9:30pm	Redecorating; with regulars & Howard McNear, Grandon Rhodes, Harold Fong
CAN DO	NBC 9pm	Dorothy Lamour
TOP TUNES & NEW TALENT	ABC 9:30pm	Pete Gallodora(M), William St. Clair(S)

MONDAY DECEMBER 3(Cont'd)

ROBERT MONTGOMERY	NBC 9:30pm	Sunset Boulevard - (O) Charles Brackett, Billy Wilder, D.M. Marshman, Jr., (A) Doria Folliott; with Mary Astor, Darren McGavin, Gloria De Haven, Walter Kohler, John Griggs, Carl Low
STUDIO ONE	CBS 10pm	Portrait of a Citizen - (O) Norman Katkov; with Walter Slezak, Lili Darvas, Dolores Sutton, Miko Oscard, William Daniels, William Shatner, Michael Strong, Frank Overton, William Cottrell, Farrell Telly, Reedy Talton; (SD) Paul Nickell
Douglas Fairbanks	WRCA 10:30pm	To What Great Heights; with Robert Beatty, Sean Barrett, Hanna Axtmann

TUESDAY DECEMBER 4

Cheyenne (Clint Walker)	ABC 7:30pm	Lone Gun - (O) Norman A. Fox; (A) Howard Browne & Frederic Brady; with Trevor Bardette, Paul Brinegar, Hal Baylor, Bob Steele, Henry Rowland; Dir - Richard L. Bare
Phil Silvers	CBS 8pm	Bilko's Tax Trouble; with regulars & Dan Fraser, Alan Hewitt; (SW&SD)
Noah's Ark (Paul Burke)	NBC 8:30pm	Syncopated Squirrel; with regulars & Paul Engle, Natalie Masters
Broken Arrow (John Lupton)	ABC 9pm	Return from the Shadows - (O) Wlliott Arnold; (A) William R.Cox; with regulars & Marjorie Owens, Christopher Dark, Harry Harvey Sr., Paul Burns, Steven Clark, Guy Wilkerson, Joe Brown, Wes Hudman, Billy Dix
HERB SHRINER	CBS 9pm	Marguerite Piazza(S), Shirley Wayne(M)
Jane Wyman Show	NBC 9pm	Helpmate - (O) David P. Harmon; with Imogene Coca, Dabbs Greer, Vince Barnett, Glenn Gordon, Than Wyenn, Harold Huber, Bill Kendis, Joseph Mell
RED SKELTON	CBS 9:30pm	Clem Goes to Hollywood; with regulars & Marilyn Maxwell; (SW&SD)
DuPont Theatre	ABC 9:30pm	Pursuit of a Princess - (O) George Loveridge; (A) Laszlo Gorog; with Brian Aherne, Fred Clark, Dick Elliott, Paul Burns, Percy Helton, Oliver Blake; Dir - William A. Seiter
KAISER ALUMINUM HOUR	NBC 9:30pm	Cracker Money - (O) Steve Gethers; with Glenda Farrell, Louis Jean Heydt, Warren Berlinger, Russell Collins, Milton Selzer, Barnard Hughes, Carol Lynley, John Newton, Jack Arthur, Gene Saks, Peg Hillias, Allen Collins, Cavada Humphrey;(SD) Fielder Cook
IT'S POLKA TIME	ABC 10pm	Donau Schwaebische Jugend Dancers, Rusty Gill(S-M)

WEDNESDAY DECEMBER 5

Death Valley Days	WRCA 7pm	Loggerheads; with Bill Catching, Gregg Palmer, Camille Franklin, Marjorie Bennett, Rusty Westcoat, Bud Hooker
ARTHUR GODFREY SHOW	CBS 8pm	Originates in Miami, Fla.
Adventures of Hiram Holliday(Wally Cox)	NBC 8pm	The Wrong Rembrandt; with regulars & Josanne Mariani; (SW&SD)
Navy Log	ABC 8:30pm	Incident at Formosa; with Martin Milner, James Lydon, George Conrad, Marshall Kent, Peter Chong; Dir - Oscar Rudolph
Father Knows Best	NBC 8:30pm	Betty Goes Steady; with regulars & Robert Vaughn, Yvonne Lime, Ken Clayton; (SW&SD)
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Valerie Hunt; with Anne Kimbell, Richard Shannon, Marshall Thompson, Barbara Knudsen, Harry Tyler
KRAFT TV THEATRE	NBC 9pm	The Ninth Hour - (O) Ben Benson; (A) Will Lorin; with Harry Landers, Jack Klugman, Russell Hardie, Staats Cotsworth, James Broderick, Loretta Leversee, George L. Smith, William A. Lee, Sandy Kenyon, Edward Holmes

WEDNESDAY DECEMBER 5(Cont'd)

Lilli Palmer Theatre	WABC 9pm	The Little Black Book; with Flora Robson, Wilfred Hyde White
Ford Theatre	ABC 9:30pm	Front Page Father - (O) William F. Leicester & George Bruce; with Charles Bickford, Horace McMahon, Mae Clarke, Lawrence Dobkin, Michael Fox, Robert Crosson, Ray Stricklyn, Gloria Winters; Dir - John Meredyth Lucas
US STEEL HOUR	CBS 10pm	Hunted! - (O) Morton Wishengrad; with Ann Sheridan, Theodore Bikel, Nehemiah Persoff, Mike Kellin, Karl Swenson, Frieda Altman; Dir - Robert Mulligan

THURSDAY DECEMBER 6

Sgt. Preston (Richard Simmons)	CBS 7:30pm	with regulars & Don Kohler, Charmienne Harker, Dave Weichman
CIRCUS TIME	ABC 8pm	The Mazurs(aerial), Elsa & Waldo(C-C), The Therons(bicycle), Tippy & Cobina(monkey act), Eric Badickton(balance), the Jaye Sisters(S); (Kill: Jaye Sisters last listing 11/29.)
Bob Cummings	CBS 8pm	Chuck Buys a Hot Rod; with regulars & King Donovan, Mary Lawrence, Ray Walker
CLIMAX!	CBS 8:30pm	Savage Portrait - (O) Robert Bloomfield; with John Cassavetes, Joanne Woodward, Raymond Burr, Marie Windsor
Wire Service (Dane Clark)	ABC 9pm	The Avengers - (O) Malvin Wald & Jack Jacobs; with Charles Bronson, Philip Pine, Peter Baldwin, George Gilbreth, Leonard Nimoy, Britt Lomond, Jimmy Ogg, Marilyn Saris, Edith Evanson, Kam Tong
People's Choice	NBC 9pm	with regulars & Helen Spring, Touch Connors; (SW&SD)
PLAYHOUSE 90	CBS 9:30pm	Made in Heaven - (O&A) Hagar Wilde; with Imogene Coca, Robert Preston, Phyllis Kirk, Eddie Mayehoff, Jacques Bergerac, Sheila Bond, Benay Venuta, Mark Roberts, Benny Baker, Lois Brown; (SD)
FORD SHOW	NBC 9:30pm	Ken Murray(S-D)
LUX VIDEO THEATRE	NBC 10pm	Preempted by Project 20's: Jazz Age. (This date only.)

FRIDAY DECEMBER 7

Adventures of Rin-Tin-Tin(Lee Aakers)	ABC 7:30pm	Flaming Forest; re-run of previous episode; date not known
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	Outlaw Kingdom; with regulars & Mike Mazurki, Maurice Marsac, Rita Lynn; (SD)
West Point	CBS 8pm	Man of Action; with Larry Pennell, Lawrence Hugo, Don Gardner, John Aberle, Peter Hansen, Paul Harber, Whit Bissell, Jed Landon, Jim Mitcheltree, Bill Hunt; (SD)
Life of Riley (William Bendix)	NBC 8pm	Benefit for Egbert; with regulars & Emory Parnell, Gregory Marshall; (SW&SD)
Crossroads	ABC 8:30pm	The Lamp of Father Cataldo - (O) Ralph Francis Murphy; with Brian Aherne, Edgar Buchanan, Ray Teal, Pat Hogan, Morris Ankrum, Phil Tully, Reed Howes, Gil Frye, Frank Marlowe, Frank Hagney; (SD) Paul Landres
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Return to Nowhere - (O) Lawrence Menkin; (A) Menkin & Aaron Spelling; with Stephen McNally, John Ireland, Audrey Totter, Jimmy Baird, Ralph Moody, Dan Riss; Dir - Richard Wilson
WALTER WINCHELL	NBC 8:30pm	Peggy Lee(S), Tony Martin(S)
Crusader	CBS 9pm	Key Witness; with regulars & Barbara Bestar, Tom Brown Henry, Anthony George
On Trial	NBC 9pm	The Person & Property of Marjorie Hay; with regulars & Walter Abel, Kim Hunter, Lurene Tuttle; (SD)
The Vise	ABC 9:30pm	A Return to Danger; with regulars & Frank Hawkins, John Longden, Noel Dyson, Peter Bathurst; (SD)

FRIDAY DECEMBER 7(Cont'd)

Schlitz Playhouse	CBS 9:30pm	Washington Incident - (O) Harold Shumate; with Mark Stevens, James Gregory, Fredd Wayne, Dean Stockwell, Marilyn Saris, Frank Ferguson, Arthur Hanson, Jim Nolan, Alan Reynolds, Don Garrett, Bill Swann, Pat O'Malley, Leo Niedham; Dir - John Brahm
BIG STORY (Ben Grauer)	NBC 9:30pm	Charles Tarvi, Reporter: Boston(Mass) Globe - (A) Leon Tokatyan; with Norman Shelly, Gerald Sarracini, Burt Brinckerhoff, Lois Nettleton, Frank Maxwell; (SD)
The Lineup	CBS 10pm	The Rancho Cordovan Case - (O) Fred Eggers; with regulars & Nolan Leary, Tito Vuolo, Don Marloe, Claire DuBrey, Don Diamond, Art Millan, Dana Leland, Joe Mondeaux, Vera Marshe, Tommy Harris, Ed Shapiro, Ray McWalters; (SD)

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY NOVEMBER 30 - FRIDAY DECEMBER 7

GOOD MORNING WITH WILL ROGERS, JR	CBS 7am	12/3 - Eddie Howard(S-M), Will Jordan(C); 12/4 - Jack E. Leonard (C); 12/5 - Jill Corey(S), Roger Price(C); 12/6 - Dolores Hawkins(S); 12/7 - Billy DeWolfe(C), Betty Johnson(S).
GARRY MOORE SHOW	CBS 10am	12/3 - Henry Levinson(C), Joe Carter(C); 12/6 - Jimmie Jeffries; 12/7 - Johnny Haymer(C), Martha Davis & Spouse(S-C)
TENNESSEE ERNIE FORD	NBC 2:30pm	12/7 - Edmond O'Brien(S)
NBC MATINEE THEATRE	NBC 3pm	12/3 -Therese (O) Emile Zola (play by Thomas Job); (A) Elizabeth Hart; with John Conte, Constance Ford; 12/4 - The House of Mirth - (O) Edith Wharton; (A) H.R.Hays; with Joan Weldon; 12/5- Julie - (O) David Davidson; 12/6 - The Refugee - (O) Thelma Nurenberg; (A) Nicholas Baehr; with Judith Braun; 12/7 - Jenny Kissed Me - (O) Jean Kerr; (A) Richard McCracken .
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Tender Age - (O) Elinor Lenz; with Neil Hamilton, Sally Kemp, Joe Bishop
TONIGHT	NBC 11:30pm	(Mon-Tue: Kovacs): 12/4 - The Clovers(S-M);(Wed-Fri: Allen): 12/5 - Billy Taylor Jazz Trio(M); 12/6 - Ilomay Bailey(S), Lee Sims(M); 12/7 - Charles Laughton, Diane Marsh Dancers

SATURDAY DECEMBER 8

The Buccaneers	CBS 7:30pm	The Surgeon of Sangre Rojo;(formerly scheduled for 11/24).
PERRY COMO SHOW	NBC 8pm	Pearl Bailey(S), Spike Jones & orch., Robert Lamouret(ventril)
Oh! Susanna (Gale Storm)	CBS 9pm	The Witch Doctor - (O) John L. Greene; with regulars & Todd Andrews, Susan Morrow, Chuck Connors; (SD)
Hey, Jeannie!	CBS 9:30pm	The Donut Show; with regulars & Claude Stroud; (SW&SD)
GEORGE GOBEL SHOW	NBC 10pm	Anita Ellis(S), Gloria De Haven

SUNDAY DECEMBER 9

Wild Bill Hickok (Guy Madison)	CBS 12:30pm	Buckshot Comes Home; with regulars & Payla Kent, Don C. Harvey, John Dahmler, Rayford Barnes, Bobby Hyatt, Ironeyes Cody
Telephone Time	CBS 6pm	Fortunatus - (O) John Nesbitt; (A) Joseph Landon; with Jacques Sernas, Jacques Aubuchon; Dir - Chris Nyby
77th Bengal Lancers	NBC 7pm	The Challenge of Chundra - (O) Douglas Heyes; with regulars & Jay Novello, George Keymas, Ricky Vera, Robin Hughes, X. Brands, John Trayne, Richard Devon, Patrick Whyte; (SD)
Private Secretary	CBS 7:30pm	Her Best Enemy; wth regulars & Franklin Pangborn, George E. Stone
Circus Boy	NBC 7:30pm	The Masked Marvel; with regulars & Bradford Jackson, John Reach
ED SULLIVAN SHOW	CBS 8pm	Kate Smith(S), Sam Levenson(C), Joyce Grenfell(C), Dario Cassini (S), County Derry's Little Gaelic Singers, Klauson's Bears; Ben Bagley's "Shoestring '57"

SUNDAY DECEMBER 9(Cont'd)

STEVE ALLEN SHOW	NBC 8pm	Mickey Rooney, Anne Jeffreys(S-D), Robert Sterling(S-D)
GENERAL ELECTRIC THEATRE	CBS 9pm	The Breach; with Betty Field; other information not available at press time.
ALCOA HOUR	NBC 9pm	Adventure in Diamonds - (O) David Walker; (A) Jerome Coopersmith; with Gary Merrill, Viveca Lindfors, Robert Flemyng, Geoffrey Toome, Maureen Hurley, Cameron Prud'homme, John Mackwood, Fred Herrick, Frank Marth, Edgar Stehli, Luis Van Rooten, Bruno Wick, Henry Sharp, James Reese; (SD) Norman Felton
Alfred Hitchcock Presents	CBS 9:30pm	A Better Bargain - (O) Richard Deming; (A) Bernard Schoenfeld; with Robert Middleton, Kathleen Hughes, Don Hammer, Jack Lambert, Henry Silva; (SD)
Loretta Young Show	NBC 10pm	Somebody Else's Dream - (O) Robert Craig; (A) Pauline Stone; with Miss Young, Mark Roberts, Amzie Strickland, Judy Short, Jimmy Baird, Lewis Martin, Bing Russell; (SD) Norman Foster

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

DECEMBER 5, 1956

VOLUME 8 NUMBER 49 A

EDITOR: Jerry Leichter

RECEIVED DEC 5 1956 NBC GENERAL LIBRARY

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Punchline, WRCA-TV's Monday thru Friday night five-minute comedy capsule will change from its policy of using a different comic every night to a new cycle of using the same comic each night for a week. The new look starts next Monday with Gene Baylos in the 11:25-11:30pm spot.....Latest reports have the Tonight show changing its look starting January 14 -- at least Ernie Kovacs hasn't any shows scheduled after Jan 8.....Herb Shriner will return to the air after his current show goes off on Dec 4 only if he has complete control over format. The announcement on the failure of his program frankly said that the decision to end the show's run was due to differences regarding future format for his current series. The Shriner replacement, Tuesdays, 9-9:30pm EST, will be a Goodson-Todman package, Nothing But the Truth, a new quiz program. Pharmaceuticals, Inc., will continue as the sponsor of the new program.

Mr. Adams and Eve, the new filmed comedy series debuting over CBS on January 4, Fridays, 9-9:30pm EST, will co-star Ida Lupino and Howard Duff portraying "exactly what they are -- two motion picture stars" in the series written by Sol Saks. Saks was one of the original pair of writers of the live My Favorite Husband series. Featured as regulars in the cast of the new program will be Hayden Rorke as the married stars' agent, and Olive Carey as the Adams' cantankerous housekeeper. The series replaces Crusader in the time spot for R. J. Reynolds Tobacco Co for Camels and Colgate-Palmolive Co., both thru William Esty Co., Inc.....Jerry Lewis' first one-hour program under his new NBC contract will be a one-hour Saturday Spectacular on January 19, 9-10pm EST. It will also be NBC's first one-hour "spectacular" in a regular hour-and-a-half program series.....Tony Dowd, up to now a non-pro as an actor, will play the juvenile lead in Screen Gems' Johnny Wildlife film series.

The Pilot Fever has hit Hollywood big, with everybody and his cousin (if the cousin has a script) announcing "a new series" for next season. All the majors, both in the TV sense and in the movie sense, have properties laid out for shooting -- and all prospective sponsors' agencies are looking -- hard. No one really knows what type of series will hit big next season so everyone is looking and hoping; basing their hopes on the fact that some divine spark will lead them to the right series that will withstand sudden hotshot opposition and the wave of enthusiasm for feature movie programming across the country. Next season is figured as a "trouble" season in TV and that's the reason the networks are suddenly stockpiling all the creative v.p.'s they can find or make. Programs probably be the same types as at present, but there'll be new faces and more "style".

(MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

CBS became the first user of magnetic tape for the telecast of a regularly scheduled program last Friday, Nov 30, when the net used one of its two new Ampex recording and playback machines in Hollywood. Douglas Edwards With the News was the program honored. The New York program was received, recorded and then fed to CBS West Coast affiliates.....Possibly the oddest thing about the ABC-Frank Sinatra contract agreement (via an agreement between Sinatra's Kent Productions and American Broadcasting Co) is that it's for the comparatively short period of three years. Television seemingly began a wave of 20-year "lifetime" contracts a few years ago, then dropped to fabulous 10-year contracts (which turn out later to be for one year with options), then came down to five year agreements -- now to three years for the ABC-Kent agreement. The scaling down of the length of agreements seems to be due to a currently realistic appraisal of the problems of long relationships in the face of television's turbulent career. This is further borne out by the flexibility of the offerings considered for the exploitation of the multiple Sinatra talents. ABC says that he will appear exclusively on an ABC-TV weekly half-hour TV program as well as star on two one-hour special programs for each of the three years, starting next fall.

Robert H. Salk has been named director of station operations for Screen Gems, Inc., effectively immediately, in line with the announcement last week to stockholders of Columbia Pictures that the company's TV subsidiary would create a new division concerned with TV station ownership, operation and programming. (Guild Films was the first of the film production-syndication-distribution firms to step into station ownership as a means of diversifying operations within television). When Screen Gems buys into its first station it will have achieved a unique standing in the industry through its status as the subsidiary of a motion picture producer, and producer of programs for both network showing and syndication.

Bob Crosby is joining the "new talent" move, incorporating a new segment into his Monday thru Friday CBS program that will present new singers and musicians to the nationwide audience. Called "Springboard," the new segment will be open to talent attending high school and college and will be -- for the present at least -- limited to the Southern California area. Auditions for the first of the regular presentations are being held today (5) in Hollywood, with the first appearances scheduled for Tuesday, Dec 11.....Helen O'Connell joins the staff of NBC's Today on Dec 10, when the program begins its week-long originations from Florida. She had originally been slated for a Dec 3 bow. She'll handle all the femme-side on-camera chores as Dave Garroway's assistant.

The New York Public Library is the new happy hunting ground for researchers looking for public domain classics that would fit play requirements for TV's big drama shows -- and the movie story researchers will join the crowd. This was revealed by Albert McCleery in Hollywood in a slight tussle with Unviersal-International over McCleery's plans to produce "Dracula" on NBC Matinee Theatre next week. The motion picture company thought that it had all rights to the horror story through its early motion picture production of the same name, but McCleery informed them that the 56-year copyright protection on the novel had expired two months ago. Now everyone's checking on the classics that will be coming into public domain.

PEOPLE GOING PLACES: Famous Artists Corporation and Jaffe Agency merged last week in Hollywood under the new name of Famous Artists Associates. The Jaffe Agency officers and personnel move to the Beverly Hills quarters of Famous. Sam Jaffe is president of the new FAA and Charles K. Feldman is chairman of the board, with Jack Gordean as executive v.p.....Emanuel Sacks name NBC v.p. in charge of TV network programs, his third vice presidency in the RCA-NBC organizations.....Robert F. Lewine, formerly v.p. in charge of TV programming and talent for ABC, will join NBC's TV program dept as a v.p. in mid-December.....Walter Goetz has left the Don Fedderson organization in Hollywood to enter production as an independent.

Ross Reports ON TELEVISION
INCLUDING
THE TELEVISION INDEX
PRODUCTION • PROGRAMMING • TALENT
551 Fifth Avenue • New York 17 • MUrray Hill 2-5910
PUBLISHED BY TELEVISION INDEX, INC.

RECEIVED
DEC 10 1956
NBC GENERAL LIBRARY

DECEMBER 10-16, 1956
VOLUME 8 NUMBER 50
EDITOR: Jerry Leichter

WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(11)

CBS- 9-10pm EST; SPECIAL - Victor Borge's Comedy in Music - LIVE from WCBS-TV (NY), 114 stations live, 8 kine. § Sponsor- Shulton, Inc (All Toiletries) thru The Wesley Associates, Inc(NY); Acct Exec- Jay Perine; Comm Anncr- John Wingate. § Pkgr- CBS-TV(NY) with Victor Borge; Prod- Jerome Shaw; Dir- Robert Mulligan; Music Dir- Buddy Bregman; Sets- Larry Eggleston. § Victor Borge presents his one-man, one-hour show, perhaps accompanied by 42 musicians. This is the second edition of the comedian-pianist's presentation this season. A similar program was presented on June 14 for the same sponsor. The program preempts The Herb Shriner Show, 9-9:30pm, and The Red Skelton Show, 9:30-10pm, one time only. The Herb Shriner Show left the air after its Dec 4 program.

Saturday(15)

NBC- 2:30-approx 4:30pm EST; RETURN - NBA Professional Basketball - LIVE from different cities each week (premiere from Syracuse), no. of stations indefinite. § Sponsors- quarter sponsors, rotated; sponsors to be announced. § Pkgr- NBC-TV(NY) with the National Basketball Assn; Prod- NBC Sports; various crews in various cities. § Telecasts of one game each week between teams of the National Basketball Assn, the leading professionals, to be presented Dec 22 and then Jan 5 thru March 30, 1957. The games replace NCAA Football (last show Dec 8).

Sunday(16)

CBS- 5-5:30pm EST; RETURN - Mama - FILM from WCBS-TV(NY) & KNXT(LA), to the net. § Sustaining. § Pkgr- Carol Irwin with CBS-TV(NY); Prod- Carol Irwin; Assoc Prod- Doris Quinlan; Dir- Don Richardson; Assoc Dir- David Roth; Music Superv- Herman Fuchs; Art Dir- Jac Venza; Costumes- Natalie Walker; Writers- Various; Casting- Doris Quinlan. § New filmed version of the former long-running situation comedy-drama series, again starring Peggy Wood in the title role and Judson Laire as her husband; with Rosemary Rice as Katrin, Dick Van Patten as Nels and Toni Campbell as Dagmar, among other regulars. Mama originally debuted July 1, 1949 and had its last live show on July 27, 1956. The program will be seen in its new spot three weeks of every four, subject to See It Now presentations.

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION
Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm EST) Dec 13; third annual showing of Charles Dickens' "A Christmas Carol"; filmed program starring Frederic March and Basil Rathbone; FILM (COLOR) from WCBS-TV(NY) & KNXT(LA).

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm EST) Dec 10; "Festival of Music," presented by S. Hurok, starring world famous singers and instrumentalists (see page A for cast credits); LIVE (COLOR) from WRCA-TV(NY).

Hallmark Hall of Fame (Approx every 4th Sun, varying times) Sun, Dec 16, 7:30-9pm EST; "The Little Foxes," starring Greer Garson and Franchot Tone (see page D for cast credits); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; Sets- Otis Riggs; Costumes- Noel Taylor; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Dick Powell-Zane Grey Theater (Fri, 8:30-9pm EST) Ford Division, Ford Motor Co thru J. Walter Thompson Co(Det) became alternate week sponsor, effective Nov 30. Current sponsor General Foods Corp., continues as alternate week sponsor.

The Jackie Gleason Show (Sat, 8-9pm EST) Program presented a full hour "A Tribute to Tommy Dorsey," on Dec 1, with singers and instrumentalists in both New York and Los Angeles presented during the program. Jackie Gleason was m.c.

The Bob Crosby Show (Mon thru Fri, 3:30-4pm EST) Program adds a new regular feature, "Springboard," starting Dec 11, presenting young singers and musicians attending high school and college.

NBC- Today (Mon thru Fri, 7-9am EST) Helen O'Connell becomes a featured regular, effective Dec 10, handling interviews, presenting news of fashions, theatre, etc., as general assistant to Dave Garroway. She takes over the spot formerly held by Lee Meriwether.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

KRCA-TV(Ch 4)- Los Angeles - Christmas in Stereo; SPECIAL Dec 2; Sun, 5-5:30pm PST. Sponsor- Prudential Insurance Co of America thru Calkins & Holde, Inc(NY). Pkgr & Prod- KRCA-TV with the Burbank Symphony; Dir- Thomas V. Belcher. The special music program is presented in "stereophonic" sound, with the program simultaneously being broadcast over KFI radio, for dual TV and radio listening. The show features the Burbank Symphony Orchestra and Chorus, directed by Leo Damiani, with Lucille Norman as guest soloist; and the Marymount College Girls Glee Club.

WTVJ(Ch 4) Miami - Take Off; DEBUT Dec 4; Tue, 7-7:30pm EST. Sponsor- Miami Ventilated Awning Co., Inc. Pkgr & Prod- Jim Dooley Enterprises; Dir- Martin Saxon. Jim Dooley is m.c. for this quiz program that awards trips via National Airlines on a mileage basis to winning contestants. Questions are based on topics taken from weekend editions of Miami newspapers. Each correct answer gives a contestant a number of miles toward a destination he has chosen. Winners get their trips, plus other travel accessories.

KOMO-TV(Ch 4)- Seattle - Heart Surgery (Color); SPECIAL Nov 26; Tue, 10:30-11:30pm PST. Public Service (Medical services, station time and services donated). Pkgr- KOMO-TV with the Washington State Heart Assn, Doctors Hospital (Seattle), American Medical Assn; and Smith, Kline & French Laboratories(Phila). First live medical colorcast in TV history; a heart operation performed at Doctors Hospital in Seattle on a 10-year-old girl -- the first such telecast transmitted in color to the public -- performed by Dr. Dean K. Crystal and two associates.

TALENT SHOWSHEET DECEMBER 7 - DECEMBER 16

Most of the shows on December 7, 8, 9 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, December 14. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Only first runs of a film series are listed. Running character series (not anthology), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

SATURDAY DECEMBER 8

PERRY COMO SHOW	NBC 8pm	Kill: Robert Lamouret; Add: Carmen Lombardo(S), Kenny Gardner(S)
CAESAR'S HOUR	NBC 9pm	The Dancing Towers; with regulars & Beatrice Arthur
GEORGE GOBEL SHOW	NBC 10pm	Kill: Anita Ellis(S); Add: The Cheerleaders(S)

SUNDAY DECEMBER 9

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	The Boiling Words - (O) Clair Roskam; with Philip Abbott, Russell Hicks, Paul Clarke, Augusta Merighi; (SD)
CAMERA THREE	CBS 11:30am	The Victorian Era: A Victorian Charade; with Martyn Green(S); Recitations by: Peter Donat, Irma Hurley, Stan Watt; Jacquelyn McKeever(M); (SW&SD)
FRONTIERS OF FAITH	NBC 1:30pm	36 - (O) Joseph Mindel; with Florence Stanley, Will Kuluva, Anatole Winogradoff, Mandel Kramer, Roger DeKoven; (SD)
77th Bengal Lancers	NBC 7pm	(Delete previously listed episode.) Add: The Weakling - (O) John O'Dea; with regulars & William Bryant, John Trayne, Michael Carr, Patrick Whyte;(SD) - George Archainbaud.
OMNIBUS	ABC 9pm	The Fine Art of Murder - (O) Sidney Carroll; with James Daly(narr Rex Stout, Dennis Hoey, Felix Munso, Herbert Voland, Robert Echols, Gene Reynolds, Jane McArthur, Bruce Kirby, Jack Sydow, Truman Smith, Ludie Claire, Dan Ocko; Alice Pearce(C-S); Dir - Paul Bogart
GENERAL ELECTRIC THEATRE	CBS 9pm	The Breach; Add: (O) Jessamyn West; (A) Graham Ferguson; with Betty Field, Robert Burton, Marion Seldes, Harry Townes

MONDAY DECEMBER 10

Danny Thomas Show	ABC 8pm	My Fair Vocal Coach; with regulars & Philip Tonge, John Wengraf, Steven Geray; (SW&SD)
PRODUCERS' SHOWCASE	NBC 8pm	Festival of Music - (O) Arnold Sundgaard; with Victoria de Los Angeles, Barry Morell, Elizabeth Doubleday, Virginio Assandri, Arthur Newman, Roy Urhausen, Joshua Hecht, Andres Segovia, Marion Anderson, Artur Rubinstein, Boris Christoff, Nicola Moscona, Michael Pollack, Kirk Jordan; Jose Ferrer(narr); Mus. Cond: Alfred Wallenstein; Dir - Kirk Browning
Stage 7	WPIX 8pm	Tough Haul; with James Whitmore, Russ Conway, John Eldredge, Trevor Bardette; (also seen Thurs, 12/13, WABD, 8pm).
VOICE OF FIRESTONE	ABC 8:30pm	Dorothy Warenskjold
TALENT SCOUTS	CBS 8:30pm	John LaPadula(M), Patrick O'Hagen(S), The Mellow-Maids(S)
I Love Lucy	CBS 9pm	(originally seen in Nov., 1954)
December Bride	CBS 9:30pm	Indian Show; with regulars & Norman Leavitt, Joseph Kearns, Rodd Redwing, Ralph Dumke, Jean Harvey; (SW&SD)
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Judy Kay(S), George Warner(M), The Four Keynotes(S)

MONDAY DECEMBER 10(Cont'd)

ROBERT MONTGOMERY	NBC 9:30pm	The Young & Beautiful - (O) Sally Benson;(A) Doria Folliott;Leslie Woods, Terry O'Sullivan, Geoffrey Horne, James Olson, Douglas Watson, Fran Carlon, Sandy Horn, Barry McGuire, John Olson, Lee Remick
STUDIO ONE	CBS 10pm	Rachel - (O) Kathleen & Robert Howard Lindsay; with Maureen Stapleton, Everett Sloane, Edward Andrews, Joanne Linville, Alma Hubbard, James E. Wall, Noah Keen, Harry Stanton, Winston Ross, Edmond Glover, Mark Hiken, Roy King, Carson Woods, Judy Sanford, Charles Harris, Michele Clark; (SD) William H. Brown
Douglas Fairbanks	WRCA 10:30pm	re-run of 3/5/56

TUESDAY DECEMBER 11

Conflict	ABC 7:30pm	Stranger on the Road - (O) Montgomery Pittman; with Will Hutchins, Rex Reason, Kathy Nolan, Will Wright, Murvyn Vye, Robert Hover; Dir - Walter Doniger
JONATHAN WINTERS	NBC 7:30pm	Marguerite Piazza (S)
Life & Legend of Wyatt Earp(Hugh O'Brian)	ABC 8:30pm	Nineteen Notches on his Gun; with regulars & Alan Dinehart III, Gregg Barton, Rick Vallin
Broken Arrow	ABC 9pm	Cry Wolf - (O) Warren Wilson; with regulars & Helen Wallace, Don Riss, Joe Dominguez, Stacy Keach, Jim Hayward, Hal Smith, Harry Harvey, Sr., Carlos Vera; Dir - William Theile
VICTOR BORGE	CBS 9pm	Comedy in Music; with Victor Borge; Dir - Robert Mulligan
Jane Wyman Show	NBC 9pm	While There's Life; with Miss Wyman, Gordon Jones, Vivi Janiss, Henry Jones
DuPont Theatre	ABC 9:30pm	Once a Hero - (O) Jack Schaefer; (A) John Dunkel; with Ward Bond, Richard Eyer, Ben Johnson, Sarah Selby, Mike Winkelman; Dir - Lee Sholem
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	Search, Seizure & Arrest - (O) Jerome Coopersmith; with Robert Pastene, Walter Brooke, John Lehne, Wallace Rooney, Dennis Patrick, Ann Flood, Nat Polen, Addison Powell, Jock MacGregor, John Cameron Swayze(narr)
POLKA TIME	ABC 10pm	Estonian Folk Dancers

WEDNESDAY DECEMBER 12

Death Valley Days (Stanley Andrews)	WRCA 7pm	Whirlwind Courtship; with Michael Hathaway, Robert Lowery, George Pembroke, Jean Wright, Nan Leslie, Russell Hicks, Susan Cooke, Dallas Boyd, Richard Person, Mitchell Kowal, Jack M. O'Shea, James Lloyd
ARTHUR GODFREY SHOW	CBS 8pm	regulars only.
Adventures of Hiram Holliday(Wally Cox)	NBC 8pm	with regulars & Tor Johnson, Ziva Shapir
Navy Log	ABC 8:30pm	Peril on the Sea; with Robert Shayne, Robert Quarry, Art Lewis, Chuck Courtney, Wayne Taylor
Father Knows Best (Robert Young)	NBC 8:30pm	The Good Prospect; with regulars & Don Beddoe, Mary Adams, Paul Wallace; (SW&SD)
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Salvatore Michaelangelo Buonarotti; with Frank Puglia, Peggy Santon, Nestor Paiva, Gloria Castillo, Paul Grant, Dan Riss, Scotty Beckett
KRAFT TV THEATRE	NBC 9pm	Teddy Bear - (O)James Lee Barrett; with Michael Tolan, Tom Carlin, Marian Brash, Brett Somers, John Shellie, Karl Light, Joseph Sweeney
Ford Theatre	ABC 9:30pm	The Marriage Plan - (O) Robert Zacks; (A) Barry Trivers & Jack Harvey; with Eddie Bracken, Mona Freeman, Kathryn Card, Roxanne Arlen, John Crawford, Donald MacBride

WEDNESDAY DECEMBER 12(Cont'd)

20th Century-Fox Hour	CBS 10pm	Men Against Speed - (O) Hans Reusch; (A) John Robinson; with Farley Granger, Mona Freeman, Rick Jason, Regis Toomey, Denver Pyle, Frank Yaconelli, Nico Minardos; Dir - Albert S. Rogell

THURSDAY DECEMBER 13

CIRCUS TIME	ABC 8pm	The George Hanneford Family(equest-acro); Al Gordon(dog act); Tatjana(aerial); The Cathalas Duo(perch act); Dr. Neff(illusionist); Williams Brothers(C-balance)
Bob Cummings Show	CBS 8pm	How to Handle Women; with regulars & Esther K. Flintridge;(SW&SD)
Shower of Stars	CBS 8:30pm	A Christmas Carol - (O) Charles Dickens; (A) Maxwell Anderson; with Fredric March, Basil Rathbone, Christopher Cook, Sally Fraser, Dick Elliott, Queenie Leonard, Craig Hill, Janine Perreau, Peter Miles, Juney Ellis, John Meek, Ezelle Paule, Rex Evans, Tony Pennington, Billy Griffiths, Jimmy Baird, John Murphy, Bonnie & Judy Franklin, Ray Middleton, Bob Sweeney; Roger Wagner Chorale(16 voices); Dir - Ralph Levy
Wire Service (George Brent)	ABC 9pm	The Deep End - (O) Frederic Brown; (A) James Edmiston; with Margaret Hayes, Larry Pennell, S. John Launer, Marion Burns, Robert Williams, Edward Byrnes, Robert Carson, Max Wagner; Dir - Tom Gries
The People's Choice (Jackie Cooper)	NBC 9pm	Sock Takes the Plunge; with regulars & James Bell; Dir - Irving Brecher
PLAYHOUSE 90	CBS 9:30pm	Sincerely, Willis Wayde - (O) John P. Marquand; (A) Frank D. Gilroy; with Peter Lawford, Charles Bickfodd, Sarah Churchill, Jeff Donnell, Jane Darwell, Walter Abel, Howard Smith, Katherine Squire, Carl Betz, Paul Millard, Basil Howes, Duncan Richardson, Shelley Faberer, Emily Lawrence, Edmon Ryan; Dir - Vincent J. Donehue
LUX VIDEO THEATRE	NBC 10pm	Christmas in Connecticut - (O) Aileen Hamilton; (A) Ed James; (Screenplay by Lionel House, Adele Commandini); with Ed Kemmer, Leon Askin, Rolan Winters; Dir - David Orrick McDearmon

FRIDAY DECEMBER 14

Science Fiction Thea.	WRCA 7pm	Sun Gold; with Ross Elliot, Marilyn Erskine
Rin-Tin-Tin (Lee Aaker)	ABC 7:30pm	The Invaders; with regulars & William Forrest, Lane Bradford, Charlita, Tita Aragon, Rico Alaniz, X. Brands; (SW&SD)
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	The Swordsman - (O) Margaret Fitts; with Lylyan Chauvin, Richard Avonde, Michael Landon, Ivan Treseault; (SD)
West Point	CBS 8pm	Heat of Anger; with Pat Crowley, Hank Silva, Brian Hutton, Larry Thor, James Hickman, Pete Kelly; (SD) Leon Benson
Life of Riley (William Bendix)	NBC 8pm	Honeybee's Mother; with regulars & Bea Benaderet; (SW&SD)
Crossroads	ABC 8:30pm	Tenement Saint - (O) Herbert Purdum; with Elizabeth Patterson, Cecil Kellaway, Andrea King, Gerald Mohr, Billy Chapin, Allan Hale, Isabel Dwan, Ruth Warren, Joseph Mell, Dorothy Adams
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Courage Is a Gun - (O) Frederic Lowis Fox; with Dick Powell, Robert Vaughn, Beverly Garland; Dir - Richard Wilson
WALTER WINCHELL SHOW	NBC 8:30pm	Nat "King" Cole(S), Frankie Lymon & the Teenagers(S)
Crusader (Brian Keith)	CBS 9pm	Boy on the Brink; with regulars & Mike Landon, Jorja Curtwright, Rayoond Bailey, Carl Betz; Dir - Brian Keith
On Trial	NBC 9pm	The Jameson Case - (O) Larry Marcus; with Everett Sloan, Robert Burton, James Gregory, Cmdr. Ian Murray, Tony Lawrence; (SD)
The Vise (Donald Gray)	ABC 9:30pm	The Very Last Witness; with regulars & Marne Maitland, Gerard Heinz, Jacques Cey, Andre Maranne; (SD)

FRIDAY DECEMBER 14(Cont'd)

Schlitz Playhouse	CBS 9:30pm	A Tale of Wells Fargo - (O) Frank Gruber; with Dale Robertson, Helen Westcott, Stuart Randall, John Merrick, Tom McDonough, John Beradino, Paul Fix, Ray Teal, Jason Johnson, William Forrest, George Chandler, Joe McGuinn, Kit Carson; Dir - Bernard Girard
BIG STORY	NBC 9:30pm	Willard Haselbush, City Editor: Denver(Colo) Post - (A) Douglas Taylor; with Fred Sadoff, Crahan Denton, Mark Rydell, Betty Lou Holland, Margaret Barker, Dana Elcar, Mort Marshall, Alan North
The Lineup (Warner Anderson)	CBS 10pm	The James Sunday Case; with regulars & Marshall Reed, Jil Jarman, Edgar Barrier, Dorothy Green, Kenneth Patterson, Mack Williams

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY DECEMBER 7 - FRIDAY DECEMBER 14

GOOD MORNING (Will Rogers,Jr.)	CBS 7am	12/10 - George Jessel, Rocky Graziano(C), The Mellolarks(S); 12/11 - Robert Clary(C-S), Orson Bean(C), Diana Van Der Vlis; 12/12 - Charley Applewhite(S), George de Witt(C), Marian McPartland Trio(M); 12/13 - Betty Madigan(S), Senator Ford(C); 12/14 - Lu Ann Sims(S)
GARRY MOORE SHOW	CBS 10am	12/13 - Martha Davis & Spouse(C-S); 12/14 - Bernie West, Tiger Haynes, Ann Henry
NBC MATINEE THEATRE	NBC 3pm	12/10 - Miracle at Carville - (O) Betty Martin; (A) William Mourne; 12/11 - The Upper Hand - (O) Nathaniel Benchley; (A) George Lowther; 12/12 - Love is a Locksmith - (O) William McCleery; 12/13 - Captain Brassbound's Conversion - (O) George Bernard Shaw; (A) Boris Sagal; 12/14 - Wisp End - (O) Richard Wendley
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	No Vacancy - (C) William Kendall Clarke; with Betty Buehler, Court Benson, Ben Hammer, Ross Martin, Phyllis Love
TONIGHT	NBC 11:30pm	(Mon&Tue - Kovacs): 12/10 - Badura Skoda(M); 12/11 - Hazel Scott (M); (Wed-Fri - Allen): 12/12 - Page & Bray(D); 12/13 - Florian Zabach(M), Gene Baylos(C); 12/14 - indefinite (these three shows will originate in Miami, Fla.)

SATURDAY DECEMBER 15

The Buccaneers (Robert Shaw)	CBS 7:30pm	The Hand of the Hawk; with regulars & Anthony Dawson, Sidney James, Wilfrid Downing
PERRY COMO SHOW	NBC ppm	Jo Stafford(S), Johnny Ray(S), Gina Lollabrigida, Groucho Marks(C) Melinda Marks(S-C)
Oh! Susanna	CBS 9pm	A Night in Monte Carlo - (O) Larry Rhine & Bill Freedman; (SD)
Hey, Jeannie!	CBS 9:30pm	with regulars & Rolfe Sedan
Gunsmoke	CBS 10pm	with regulars & Haim Winant, Howard Culver, Harry Townes, Jack Kruschen

SUNDAY DECEMBER 16

Wild Bill Hickok (Guy Madison)	CBS 12:30pm	The Music Teacher; with regulars & Richard Karlin, William Ching, Don Garrett, Kem Dibbs, Ginny Jackson, Burt Wenland
Mama	CBS 5pm	The Night the Animals Talked - (O) Frank Gabrielson; with Peggy Wood, Judson Laire, Rosemary Rice, Dick Van Patten, Ruth Gates, Alice Frost, Toni Campbell(all regs) & Judy Sanford; (SD); PREMIERE
Telephone Time (John Nesbitt)	CBS 6pm	Scio, Ohio - (O) Leonard St. Clair; with William Talman; Dir - Owen Crump
Jack Benny	CBS 7pm	with regulars & Dennis Day(S)
HALLMARK HALL OF FAME	NBC 7:30pm	The Little Foxes - (O) Lillian Hellman; (A) Robert Hartung; with Franchot Tone, Greer Garson, Sidney Blackmer, E.G. Marshall, Eileen Heckart, Peter Kelley, Mildred Trares, Lauren Gilbert, Lloyd G. Richards, Georgia Burke; Dir - George Schaefer

ED SULLIVAN SHOW	CBS 8pm	Peter Lind Hayes(C), Mary Healy(S), Rise Stevens(S), Jack Paar(C); (scenes from "Most Happy Fella") with Art Lund, Jo Sullivan, The Abbondanza Boys
GE Theatre	CBS 9pm	Chess Game - (O) Bernard G. Schoenfeld & Robert Howard Lindsay; with Ronald Coleman, Clifford Tatum, Adam Williams, Russ Conway, Maxine Cooper, Sarah Selby
CHEVY SHOW	NBC 9pm	Dinah Shore(S), Donald O'Connor(S-D-C), Roy Rogers, Dale Evans
Alfred Hitchcock Presents	CBS 9:30pm	The Rose Garden - (O) Vincent Forte; (A) Marian Cockrell; with Patricia Collinge, Evelyn Varden, John Williams; Dir - Francis Cockrell
Loretta Young Show	NBC 10pm	Three and Two, Please - (O) Richard Morris; with Miss Young, Vaughn Taylor, Eugene Martin, Carroll McComas, Ted Stanhope, Hope Summers, Judith Ames, Pat Lawless; Dir - Richard Morris.

Ross Reports ON TELEVISION
INCLUDING
THE TELEVISION INDEX
PRODUCTION • PROGRAMMING • TALENT
551 Fifth Avenue • New York 17 • MUrray Hill 2-5910
PUBLISHED BY TELEVISION INDEX, INC.

RECEIVED DEC 12 1956 NBC GENERAL LIBRARY

DECEMBER 12, 1956
VOLUME 8 NUMBER 50 A
EDITOR: Jerry Leichter

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Vaughn Monroe will star in a new half-hour series over ABC, starting Dec 27, Thursdays, 10-10:30pm EST. Air Time, to be sponsored by the U. S. Air Force Reserve, is scheduled for a 13-week run. Monroe, backed by a 20-piece orchestra, will feature name guests; basically girl singers. Allen Stanley will produce the show for Bozell & Jacobs, Inc., agency for the Reserve, and will handle all casting at the agency's New York office. All programs in the series will originate in New York, with Monroe flying in when necessary to fill the commitment.....CBS will originate a special Christmas Eve telecast from the Hungarian refugees' barracks at Camp Kilmer, New Jersey, 12:30-1am EST (Dec 25), covering special Christmas Eve observances by the refugees.

New series announced as possibilities in Hollywood continue to roll into print. How many will get past the pilot stage is questionable, depending on possible sponsor interest. Some may go into production for syndication. Among the possibilities and pre-production series touted most recently are: The Silent Service, Navy submarine service stories, to be made by NBC's California National Productions, Inc., with Beirne Lay, Jr., writing and supervising scripts. Pony Express, starting pilot production on Jan 3 at California Studios, with Frank P. Rosenberg producing for his new Cliffwood Productions firm, under an NBC agreement. Rosenberg developed the original story being used for the pilot, written by Sam Peckinpah. Yank, to be based on material published in the wartime Army publication, to be produced by John Beck, subject to finding a name personality to host the series (possibly Bill Mauldin) and further subject to money interest. How to Marry a Millionaire, with a pilot written by Whitfield Cook, being prepared by producer Harriet Parsons for TCF TV, based on a format developed from the 20th Century-Fox picture of the same name. Tales of the Barbary Coast, to be produced by Gene Autry thru his Gene Autry Enterprises as a venture independent of his Flying A Productions interests, using a name host for stories about the tough days of San Francisco. Best of the Saturday Evening Post, rolling the pilot this week; future stories scheduled for shooting in other locales. Robert L. Friend, motion picture producer for Robert J. Enders Advertising, Inc(Wash), is producer, with Ted Post as regular director. The above sampling of current plans shows usual mixture of planning by TV and movie film veterans, with "outside chances" for newcomers who control properties that could go. Among dark horses -- considering the past TV record of the firm, not so dark -- are pilots being prepped by Ziv TV. The firm now has a new trio of producers under contract: James Sheldon, William Spier and Matthew Rapf. All will work on new projects for next fall exposure.

 (MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION
Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

The big changes in NBC's program lineup will be revealed in Miami at the end of this week at NBC's birthday observance festivities. These will be laid out officially, for the benefit of the affiliates. Recent rumors of gigantic upheavals are misleading in that major program changes will probably wait for a solid fall start, which is when the real effects of the recent program executive changes and additions at NBC will be felt. This is a cold turkey season, even if much of the future work is still in the planning stage, and it will be a case of deliver or else. Where CBS used to twist and squirm to break NBC's strangehold on some prime periods, the situation is now reversed, with ABC's new programming patterns receiving important consideration. ABC is in the position of the spoil sport -- not really ready to sweep in all at once, but poised to knock holes in the other nets' programming any night in the week. CBS is busy with its own problems, which include not only some shaky film series which are new this season but the probabilities that several shows are reaching the end of the trail after two or three full seasons.

Dec 15 may be an important day not only for independent TV producers but also for agencies and sponsors, if the reported plans of the Treasury Dept to issue new regulations governing personal companies go through as planned. The big point at issue is contained in a proposed regulation that would outlaw contracts which depend on the personal services of an individual member of the corporation. The company set up in this manner would be taxed as a personal holding corporation rather than under the straight corporate tax schedule. Many stars have set up corporations which control the stars' personal services in TV, movies and on the stage, and these would be directly affected. Among contracts that might have to be changed if the regulations go through as reported is that between ABC and Frank Sinatra's Kent Productions. The new rules might also effectively cut into capital gains deals that have been made in the past few years in which the nets and talent agencies have bought into or have financed stars' production organizations.

Don Ameche will be host for a filmed anthology series in 11 midwestern markets that is retitled for the sponsor to carry the Ameche name: Don Ameche Presents The Drewrys' Play of the Week. All the films are part of the Stage 7 series, produced by Four Star Films and distributed by Television Programs of America. The series will continue under its original title in markets outside those bought by Drewrys Limited, U.S.A., Inc., midwestern brewery. Ameche is filming his intros for the series this week in Hollywood, for first airing in April, 1957.....Brewers and oil companies continue to be among the better customers for syndicated film series throughout the country. Guild Films' Captain David Grief has now been sold in 78 markets, with 12 for Standard Oil of California, 20 for Stroh Brewery of Detroit, 40 for D-X Sunray Oil of Kansas City and two markets, with an option for six more in Texas, for Pearl Brewery of Texas.

PEOPLE GOING PLACES: Norman Felton signed by CBS Television as a producer-director.....Murray Benson appointed sales manager of CBS Television Enterprises, the merchandising section of the TV net.

§ § §